

GLOBAL MEDIA AND NATIONAL IMAGE: THE CASE OF UKRAINE IN BBC WORLD AND CNN INTERNATIONAL

VENDEL Aliona,

Master in Politics of Mass Communication,
Autonomous University of Barcelona, Spain

The article is devoted to the problem of media factor in the process of national image creation in global media with the case of Ukraine's coverage on BBC World and CNN International. Firstly, the article focuses on the fact that the national image is one of the key-elements of the foreign policy which could affect essentially the relations of the state with other actors on the international scene. Secondly, there analyzed the impact of globalization on mass media, which today have a decisive role in the process of creation and promotion of national images abroad. This work analyses the news about Ukraine during the first half of 2010 on websites of BBC World and CNN International and proves the importance of media factor in the process of building the brand of Ukraine, which is prevalently negative today.

Key words: *image of the country, informational resources of the state, global media, BBC World and CNN International, world informational processes, brand of Ukraine.*

The end of twentieth century brought many changes in people's life: technological revolution has created computers, satellites and Internet, while the processes of globalization have affected all the spheres of life from international relations to interpersonal communication. As a result, there is an interpenetration of the latest communication technologies into emerging spheres of global media and global interstate relationships.

As a result, today, in the times of fast technological development, everybody can easily get almost any information any time and from any place in the world just using so common and widely used television-sets, computers, mobile phones, satellites and Internet. When at the end of twentieth century the informational revolution resulted in an overload of information and people got hundreds of news pieces every day, television has become one of the most popular and effective way of communication [6]. And what is more important is that a part of current demand for information has helped bring about the success of international television news.

This growing importance of transmitting international news for twenty-four-hours all over the world is becoming clearer. People do need international news because the events happened on another part of the planet could affect political, economic or climatic situation of their country, their business or even their family. Even though the popularity of Internet is growing rapidly and newspapers are still in demand, for millions of people useful information about what is going on in the world can be easily found at any time of day and night by switching to CNN International and BBC World.

A global media corporation is a new phenomenon described as "nationally based company with overseas operations in two or more countries, whose principal commodity being sold is information and entertainment" [5: 17]. Today global media giants control the whole world with the monopoly of gathering, processing, producing, publishing and broadcasting the information. International online media are rapidly developing and increasingly influential players of the world informational space. They combine television, radio, newspapers and other media within a single information field. Activities of international online media are not limited geographically, and that is why their readership, and therefore the possibility of influence, can spread throughout the world.

Among most powerful media empires the Big Five stands out: Time Warner, Disney Company, Sony, Bertelsmann and News Corporation, while CNN International and BBC World are considered to be the biggest international news networks. These companies are not just media players; nowadays their role is quite significant not only in cultural sphere, but in political and the sphere of international relations [7; 8; 9; 10; 13; 15].

The relevance of research theme is based on the fact that in modern system of international relations, global media, in general, and online media, in particular, carry more and more influence on the competitiveness of states as actors of international relations, creating their image. In the international competitive environment it is the image of the country that determines the place and rank of it in the world. Moreover, good image provides additional investigation in the economy, leads to profitable contracts and agreements and so on. From this perspective the promotion of the image of the country is a political task to the government and public diplomacy departments, but also, considering media factor, it is an important research area for communications scholars. Media in twenty-first century is a powerful tool, which may reflect the balance, but also alter, destroy, improve or deteriorate certain realities in a given state; participate in public diplomacy practices and create national images. Importantly, all countries are not treated equally by

the mass media, some of them more often or prominent or favorably covered than others. As a result, nowadays the idea of interdependence between global news media and national image creation has become more acute.

Even though there is a great number of works providing researches on each of separate aspects, there is no deep theoretical background for this particular problem with focus on “Global Media – Image of the country” connections. However, the bibliography and theoretical achievements analyzed [1; 2; 8; 9; 10; 15] help to investigate integrally the way global media participate in public diplomacy and creation of national images.

The purpose of this article is to explore the phenomenon of global media on the relevant example of BBC World and CNN International online versions through the analysis of the image of a country processing in international news networks. On one hand, the national image is one of the key-elements of the foreign policy which could affect essentially the state relations with other actors on the international scene. Mass-media, on the other hand, plays a decisive role in the process of creation and promotion of country image abroad. The combination of these spheres is analyzed through theoretical framework of both international relations and media studies [3; 4; 5; 7; 9; 13].

We live in an era of instant news and we look at the world through the prism of the events shown in the television broadcast. Global media can move us anywhere in the world and make us witnesses of historical moments. The development of the international media systems took place during the geopolitical, economic and social changes of the late 1980's, as well as during the transformation of the world informational market in 1990's. Geo-political division of the world after the Cold War and the collapse of the Soviet bloc, globalization and the transnationalization of the world economy, improving the accessibility and communication technologies facilitate the creation of global information system, where a crucial role is played by global news networks.

Integration processes in various spheres of life and the progress in the field of communications have identified the structure of the global media market. It is a collection of regional and local markets combined by the network of transnational media companies that continually moves huge flows of information all over the world. This is the sphere of formation of the detailed picture of the world; it is the international arena of ideologies and cultures' collision.

The modern global media market it is a complex multilevel structure, where transnational media corporations play a key role. The dominant position in the global information market took Big Five of global media companies, created by the number of mergers, acquisitions, vertical and horizontal integration: Time Warner, Walt Disney Company, Bertelsmann, News Corporation and Sony. According to the magazine Fortune, by the revenues in 2009 these companies belong to the list of top 500 global corporations in the world.

The article pays attention to two largest international news networks with viewers in more than 200 countries – CNN International and BBC World.

The specifics of their broadcasting (news are available 24 hours a day, 7 days a week, all year round) allow journalists to cover events that rarely enter the national news channels. News topics of global television networks, created by the real time coverage in dozens of bureaus worldwide are often set as the agenda for politicians and diplomats all over the world. Direct broadcasting phenomenon of both real events and the perception of its audience, significantly increases the influence and impact of television images on foreign audience.

Global television with its online versions has become a fast and powerful media, activating world opinion, especially in times of international crisis. Valuable information, the statements of leaders of states and representatives of political and economic elite, comments and suggestions of experts from different countries enter the international news networks along with the dramatic live reports from all over the world. Effects of global television on the international community, on the decisions of politicians and diplomats are particularly important both in crisis situations or international conflicts, and in peacetime formation of the image of the developing countries that want to declare about itself on the world stage.

History of CNN has only 30 years. During this short period American television channel with an audience of few millions of subscribers has turned into a multichannel news network, known throughout the world, and its audience has grown more than a hundred times. CNN has served as a model for other broadcasters, has influenced the practice of creation and dissemination of international news programs. News for 24 hours a day, 7 days a week all year around the world - the formula of Ted Turner, which became the basis for global television news empire. CNN has become one of the factors of influence on the politicians and diplomats' decisions in times of important international events. CNN International has changed the categorical imperative of the viewers, accustomed them to observe what is going in different parts of the

world in real time. International news networks created after the CNN tried to present themselves alternative to it, offering to audiences its unique flow of news, however, adopting the format of the channel and its main innovations [9].

Even though British international news network came late to global television news market, where CNN International has substantiated a niche, and the first and subsequent steps of BBC World in the global broadcasting were quite successful. BBC World has gained popularity not only in Europe, but in Asia and Africa its prestige and popularity is undeniable.

The quality of BBC World programs are beyond comparison, clean and concise language of the correspondents is the standard of British English. The traditions of journalism, quality of news reports and high level analytics of BBC World are inherited from the BBC and equally attract today an elite audience and ordinary citizens from around the world [15].

Furthermore, it is important to state that global media in general and international news networks in particular are increasingly used nowadays as an instrument of foreign policy and public diplomacy and can influence the course of world events or create national images. Special term 'mediated public diplomacy' with its common and distinctive features with traditional diplomacy, national branding and propaganda has firmly entered the lexicon of diplomats and media analysts. The public diplomacy and global media relations represent a new media-diplomatic paradigm, development of which is associated with the important role of information content in the sphere of international relations and improvement of communication technologies.

Summing up, it should be noted that global television has become more sophisticated, fast, powerful tool that changed the speed and progress of the diplomatic process. International news networks shape the agenda; they are unique sources of information and mediator in diplomatic practice.

Particularly important situation arises in the formation of the image of developing countries on global television.

The image of each country is society's spiritual heritage in which it is individualized on a global or regional level. The image can determine country's external reputation and it strengthens or it can diminish the performance and prestige on the international arena, moreover, it is the image that can facilitate or complicate relations with world organizations, it can define the level of predictability in relations with partner countries. So, for each country the question of its nation's branding is of the greatest importance, and Ukraine as a state with a comparatively recent independence is not an exception.

The attention of the society to Ukraine is growing at the time when the information about the country is circulating in the global media environment and thus creates a media image of Ukraine in the eyes of the world audience. Ukrainian country image should be conceived as a platform to overcome the international anonymity, to find a place in the international community, and to establish and improve its foreign public opinion. Moreover, the possibility to present Ukraine positively is determined by its European vector of foreign policy. In this context, a strong, positive and full image of the country may be a substantial advantage on the way to European integration.

Firstly, the image of the country is essential part of its national security. So the necessity of research is obvious to find out the ways to make the image more positive and correct negative sides. Secondly, in the international competitive environment it's the image of the country that determines the place and rank of it in the world. Moreover, good image provides additional investigation in the economy, leads to profitable contracts and agreements and so on. Besides, it is important to notice that mass media is the most powerful institute creating public opinion and images of the situation in the world. So, the importance of analysis of the media content is understandable. Lastly, Ukraine, as a country with pro-European politics and desire to be a part of EU, is focused on creating positive image among Europeans and world audience. And analysis of news-reports about Ukraine in BBC and CNN gives us an opportunity to get the information about public opinion of this case.

From this perspective the promotion of the image of the country is a political task to the government and public diplomacy departments, but also, considering media factor, it is an important research area for communications scientists.

Image of the country in the world is a result of its diplomatic actions and, to a great extent, is a product of coverage in foreign media including movies, popular culture and especially international news programs [2]. Media in twenty-first century is a powerful tool, which may reflect the balance, but also alter, destroy, improve or deteriorate certain realities in a given state. So far, the image of the country is a product of coverage in foreign media including popular culture and especially programs of international news networks, such as CNNI and BBC World News.

International news networks can fill up the informational gaps about many countries, since they are not only watched all over the planet, but stimulate the emergence and development of local and

regional news channels, instilling high standards of journalism, which ultimately contributes to a more balanced flow of information.

Global media may contribute to the establishment of civilized dialogue, overcoming cultural barriers. With the impact of international news on the world public opinion the politics, economy and culture of different nations are considered in a global context, and a single international approach to solve problems in those areas can be. It is impossible to deny that American and European media corporations impose Western culture, transferring its culture and values to all regions of the world [8]. However, the informational content of international news reports, comprehensive and multilateral policy of news networks, which takes into account the peculiarities of different regions and countries confirm that national culture is not been devastated by the Western media corporations.

Global media offer their viewers to try looking at events from a global perspective and understand the importance of international understanding. Today when the world community is going through the process of cultural globalization and people tend to strengthen national identity, international news networks should serve as links between the countries, peoples and governments [12].

However, all countries are not treated equally by the mass media, some of them more often or prominent or favorably covered than others. So here come the questions “What is the image of Ukraine in BBC and CNN? And what is the strategy of global news networks in dealing with the information about the country?”

To find out the answers, it is convenient to analyze the distinctive features of BBC World and CNN International coverage of the country with the use of quantitative method of analysis. It is based on media monitoring online versions of CNN International and BBC World during six months from January, 1st, 2010 to July, 1st, 2010. With the purpose to distinguish the CNN and BBC’s differences a description sheet was created to classify the information we need (see Graphic #1) and after simple calculations of their main characteristic features, two global media will be compared. The analysis takes into account 8 elements:

1) Categories of information;

It includes news report or chronicle¹, article² and brief mention of the country in any context.

2) Thematic topics (politics, economic, international relations, military, society, culture and sport).

Sometimes, more than one choice is possible;

3) Actors (country as a whole, government, politicians and political parties, social movements, sportsmen or people in general.

4) Quotes of Ukrainian sources;

5) Background information;

6) Photos;

7) Videos;

8) Source of news (own elaboration, international bureaus or other).

Overall, 43 articles about Ukraine were found on BBC World (28 articles) and CNN International (15 articles) websites for the period from January, 1st, 2010 to July, 1st, 2010 and analyzed according to the description sheet to investigate common and distinctive features of BBC and CNN websites concerning the coverage of Ukraine.

The following presents the results of the investigation.

The first item analyzed is the amount of publications appeared in international news networks during the first six months of 2010. CNN International broadcasted 15 news reports about Ukraine, while on BBC World the country was mentioned in articles during this period for 28 times. BBC’s greater attention to Ukraine can be explained, firstly, with the geographic closeness and some historical ties and, secondly, the opening in 2004 BBC Ukrainian Office in the capital of Ukraine, Kiev. The overall dynamics looks as follows (Diagram #1).

As we can see, the peak of publications in both international networks took place in February, 2010, when the last round of Ukrainian Presidential elections was held and after few scandals and court cases Viktor Yanukovich was assigned as President of Ukraine³.

¹ News report or chronicle for this dissertation is understood as relatively large (more than 5 abstracts) piece of news, which always contains background information, additional facts on theme of report, and there are not necessarily have been the events that prompted this writing.

² Article is used as smaller piece of information of 3-5 abstracts, in most cases, written after certain events in the country.

³ For more information on Presidential elections 2010 please see BBC World and CNN International articles:

CNN International, Final tally shows Yanukovich wins Ukraine election, Feb, 10, 2010

<http://edition.cnn.com/2010/WORLD/europe/02/10/ukraine.elections/index.html>;

BBC World, Viktor Yanukovich sworn in as Ukraine president, Feb, 25, 2010 <http://news.bbc.co.uk/2/hi/europe/8535778.stm>

[Access on 15.08.2010];

Graphic #1: Description sheet

The Image of Ukraine in World Media's Description Sheet

News network: _____

Link: _____

Name: _____ Author: _____ Date: _____

1) Type of presenting information: _____ 2) Sphere of the topic: _____
 _____ news report _____ politics _____ economic _____ international relations

_____ article _____ military _____ society
 _____ mention _____ culture _____ sport

3) Actors mentioned in the article: _____ 4) Quotes of Ukrainians: _____

_____ country as a whole _____ social movements _____ Yes

_____ government _____ sportsmen _____ No

_____ politicians & political parties _____ people

5) Background information: _____ 6) Photos: _____ 7) Videos: _____

_____ Yes _____ Yes _____ Yes

_____ No _____ No _____ No

8) Origin of the article: _____

_____ Kiev office's correspondents

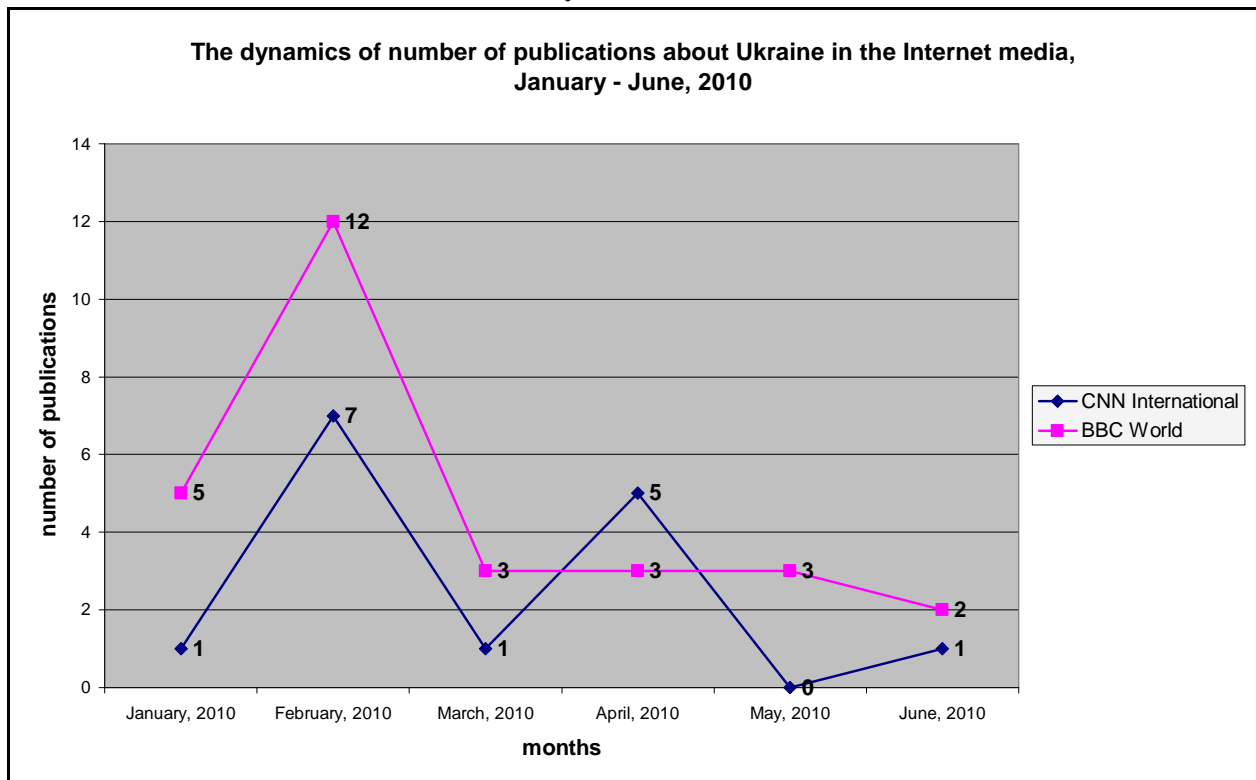
_____ Moscow office's correspondents

_____ US or UK office's correspondents with Russian or Ukrainian correspondents' contribution

_____ Exclusive interviews

Source: Author's own elaboration

Diagram #1. The dynamics of number of publications about Ukraine in the Internet media, January – June, 2010.



Source: Author's own elaboration.

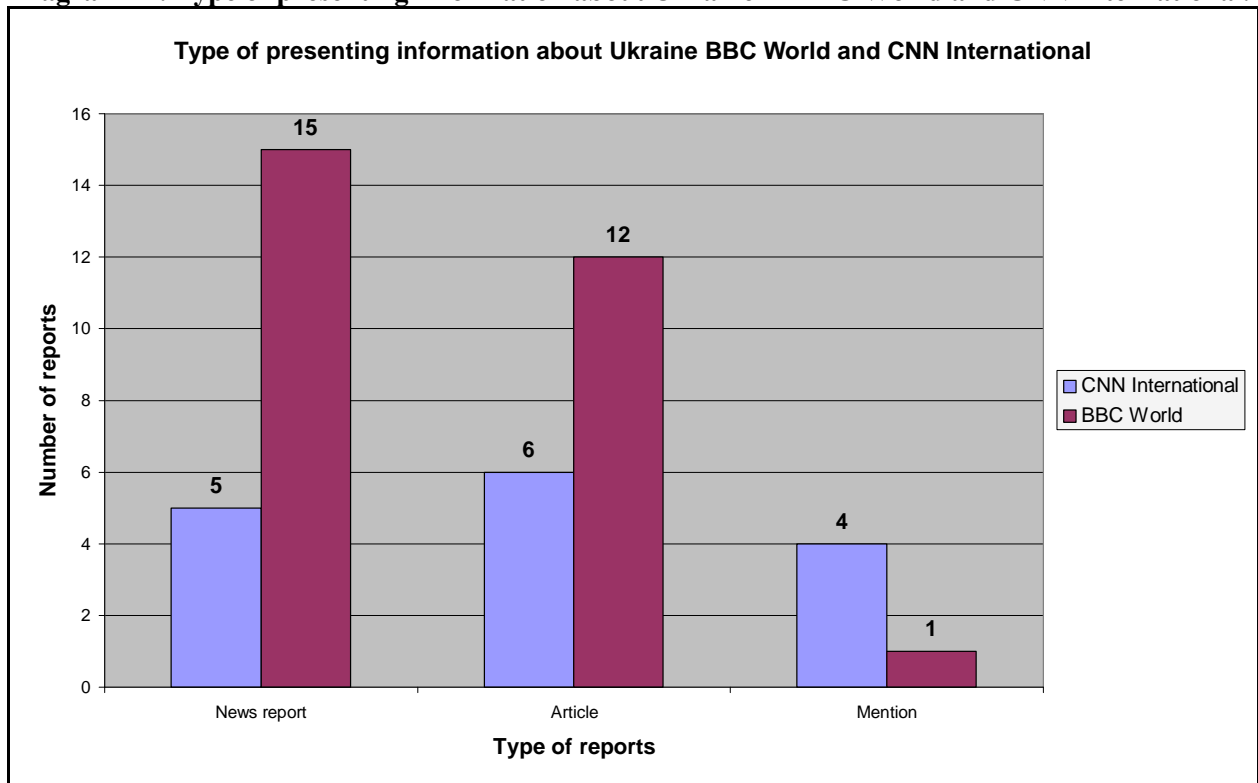
After February there was a significant decline in the number of news reports, with stable situation on BBC World during next four months with the pieces of news about Ukraine on general issues, while a slight

increase in April was on CNN International, when mostly videos of chaos in Ukrainian Parliament⁴ and problems in the airport caused by volcanic eruption in Iceland⁵ were presented on American media.

Consequently, we can assume that the number of publications about Ukraine in international online media depends more on events that take place in the country such as elections, official meetings or negotiations than other features that Ukrainian public diplomacy practice attempts to promote. Moreover, considering the same peak of news reports' number on both global media, on this step the strategy of covering international country according to importance of events that take place there remains the same.

The next element analyzed is the categories of information about Ukraine in news reports on websites of BBC World and CNN International (Diagram #2).

Diagram #2. Type of presenting information about Ukraine in BBC World and CNN International.



Source: Author's own elaboration.

According to the diagram, all the information about Ukraine on CNN International website is almost equally distributed among news reports, articles and just few-words-mentions about the country. At the same time, BBC World, covering Ukraine, presents the news mainly in full news reports with detailed information or in specifically Ukrainian news chronicles. For this research, it is noticeable to find out the way both international news networks deal with the information about the same country. Based on reports analyzed, BBC World correspondents highlighted Ukraine with more details, having written 15 full news reports and chronicles about it, when CNN International staff present the information gathered in three different types.

Concerning the Ukrainian attempts in public diplomacy, it is important to see in which thematic sections news about the country appeared during the first half of 2010 and what Ukrainian actors gained most media attention (Table #1, #2).

As we can see from the table, during the period analyzed Ukraine was portrayed in two international news networks in very similar thematic sections. Considering the fact that some articles belong to more than one thematic section, the biggest amount of articles is about politics, international relations and economics on both global online media. This situation can be called predictable, from the standpoint of the fact that in times of globalization the international community is mostly concerned about domestic and foreign affairs of the country and its economic potential.

⁴ CNN's Matthew Chance reports on the Ukraine parliament scuffle that ended in punches, eggs and smoke bombs being thrown. Added On April 27, 2010.

<http://edition.cnn.com/video/#/video/world/2010/04/27/chance.ukraine.parliament.cnn?iref=allsearch> [Access on 16.08.2010]

⁵ CNN's Jim Clancy reports on the difficulties travelers are dealing with as they cope with ash delays in Ukraine. Added On April 19, 2010. <http://edition.cnn.com/video/#/video/world/2010/04/19/clancy.ash.ukraine.delay.cnn?iref=allsearch> [Access on 16.08.2010]

Table #1. Thematic sections of news reports on BBC World and CNN International

Thematic sections	BBC World, number of articles	BBC World, %	CNNI, number of articles	CNNI, %
Politics	17	61%	10	67%
Military	3	11%	2	13%
Economic	8	29%	3	20%
Culture	2	7%	0	0%
Society	6	21%	2	13%
Sport	3	11%	2	13%
International Relations	10	36%	5	33%

Source: Author's own elaboration

Based on news reports analyzed, we can see that two international online media are primarily interested in such issues as the foreign policy of the new President⁶, integration of Ukraine into the WTO and its future strategic plans as part of this organization, multilevel relations with Russia⁷, the situation with the investment climate in Ukrainian nuclear energy sector and problems with uranium stockpile⁸, along with the questions of NATO⁹ and European integration¹⁰ of the state.

However, on both news websites relatively small number of publications is devoted to the issues on which governmental attempts of public diplomacy are concentrated: multilateral cooperation in informational sphere with European Union, U.S., countries of Latin America and Asia, Ukraine participation in the United Nations Organization and the relations with Ukrainian diaspora abroad

Moreover, the significant difference is that the website of CNN International did not cover cultural events in Ukraine in first six months of 2010 at all, while 4% of BBC World publications are on general or cultural related topics¹¹.

The similar dynamics we can see from data about Ukrainian actors mentioned on international news networks. Having political themes of news about Ukraine as the most frequent, government and politicians (Viktor Yanukovich, Yulia Tymoshenko, Viktor Yanukovich) became the most frequently mentioned actors in both CNN International and BBC World, considering the fact that sometimes more than one category of actors was mentioned. Moreover, for most-covered political actors special landing pages were created with their profiles and detailed information (Screenshot #1), while people in general, non-governmental organizations and movements and sportsmen gained less global media attention.

As a result, we can state that the choice of Ukrainian actors and information about Ukraine according to news networks' strategies was similar in covering mostly political and international events. Less attention was paid to general information and cultural events in Ukraine, especially on CNN International website.

It is important to note that the main priorities of ensuring Ukrainian strategic interests are defined as

⁶ Yanukovich sworn in as Ukrainian president. Added on February, 25, 2010. CNN International <http://edition.cnn.com/2010/WORLD/europe/02/25/ukraine.yanukovich.inauguration/index.html> [Access on 03.09.2010].

⁷ Russia's Medvedev in Ukraine visit to boost ties. Added on May, 17, 2010. BBC World <http://news.bbc.co.uk/2/hi/europe/8685899.stm> [Access on 03.09.2010].

Russia, Ukraine agree on naval-base-for-gas deal. Added on April, 21, 2010. CNN International <http://edition.cnn.com/2010/WORLD/europe/04/21/russia.ukraine/index.html> [Access on 03.09.2010].

⁸ Ukraine to remove uranium stockpile. Added on April, 12, 2010. CNN International <http://edition.cnn.com/2010/WORLD/europe/04/12/nuclear.summit.ukraine/index.html> [Access on 03.09.2010].

Ukraine 'in uranium pledge' at US nuclear summit. Added on April, 12, 2010. BBC World <http://news.bbc.co.uk/2/hi/americas/8616048.stm> [Access on 03.09.2010]

⁹ Ukraine's parliament votes to abandon Nato ambitions. Added on June, 3, 2010. BBC World <http://www.bbc.co.uk/news/10229626> [Access on 03.09.2010]

Clinton starts former Soviet tour in Ukraine. Added on July, 1, 2010. CNN International <http://www.bbc.co.uk/news/10484714> [Access on 03.09.2010]

¹⁰ Ukraine seeks better ties with EU, Yanukovich says. Added on March, 1, 2010. BBC World <http://news.bbc.co.uk/2/hi/europe/8543283.stm> [Access on 03.09.2010]

¹¹ Ukraine's twin town revels in special status. Added on January, 7, 2010. BBC World <http://news.bbc.co.uk/2/hi/europe/8444321.stm> [Access on 03.09.2010]

A scene from Oscar-nominated film The Door about the story of one family's experience of the 1986 nuclear disaster in Ukraine. Added on March, 3, 2010. BBC World <http://news.bbc.co.uk/2/hi/entertainment/8544143.stm> [Access on 03.09.2010]

Table #2. Ukrainian actors mentioned on CNN International and BBC World

Actors	BBC World, number of articles	BBC World, %	CNNI, number of articles	CNNI, %
Country	6	21%	6	40%
Government	20	71%	9	60%
Politicians and political parties	16	57%	8	53%
Social organizations and movements	7	25%	3	20%
Sportsmen	3	11%	3	20%
People	6	21%	1	7%

Source: Author's own elaboration

Screenshot #1.



Source: <http://news.bbc.co.uk/2/hi/europe/4848942.stm>

integration and improvement of Ukraine-Russia ties, which is impossible without adequate information support. Obtained results suggest the need to pay particular attention to political and economic issues in the work of Ukrainian specialists in public relations with the international online media.

Having analyzed the thematic sections of news reports about Ukraine and the main actors mentioned in it and combined the data of bibliography analyzed and personal interviews with Ukrainian diplomats¹², we can assume that despite all Ukrainian attempts in improving of its national brand the country is seen abroad with following elements of national image:

- Not influential and little-known European country;
- The country is in a constant political and economic crisis, political instability with inefficient power¹³;
- Young democratic country, the country of Orange Revolution¹⁴;
- Country of the Chernobyl accident (dangerous country);
- Hosting country with Poland of European football championship in 2012¹⁵;

¹² Personal interview with Volodymyr Kyryluk, Consul of Ukraine in Barcelona, 20.08.2010, Barcelona, Spain.

¹³ Fists fly in Ukraine parliament punch up. Added on April, 27, 2010. CNN International <http://edition.cnn.com/2010/WORLD/europe/04/27/ukraine.punchup/index.html> [Access on 03.09.2010]

¹⁴ Ukraine country profile. Updated on April, 28, 2010 http://news.bbc.co.uk/2/hi/europe/country_profiles/1102303.stm [Access on 03.09.2010]

¹⁵ Poland goes football crazy for Euro 2012. Added on July, 1, 2010. CNN International

- Problems with Russia (country is under the influence of Russia)¹⁶;
- High investment risks of corruption in all government institutions;
- Beautiful women and cheap prostitutes (Screenshot #2, Element #3).

The next element of CNN International and BBC World coverage of Ukraine analyzed with description sheets were the complements of news reports. This includes background information about the topic discussed, quotes of Ukrainians in articles, and photos, videos and comments available for readers (Table #3).

Table #3. Completeness of news reports on CNN International

	BBC World, number of articles	BBC World, %	CNNI, number of articles	CNNI, %
Background information	26	93%	8	53%
Quotes of Ukrainians	22	79%	11	73%
Photos	27	96%	9	60%
Videos	7	25%	4	27%
Total	28	100%	15	100%

Source: Author's own elaboration

According to the news articles analyzed, BBC correspondents provide background information in the most reports (93%) comparing with slightly more than half pieces of news on CNN (53%); quotes of Ukrainians and photos of the events discussed are almost in all the articles, while only few have video reports on both global news websites. Moreover, there is a correlation with the categories of information about Ukraine, the data about it can be found on Diagram #2. On BBC International the majority of pieces of news about Ukraine are full reports, and this is confirmed by the fact that 22 out of 28 BBC news reports contain background information, quotes and photos. At the same time, on CNN International these figures are slightly lower (Table #7), and the information is mostly presented in a form of small article in few abstracts. Then on both websites the percentage of the quotes of Ukrainians and related videos are almost equal, while there is a significant difference in number of reports with photos on international news websites (96% of BBC World reports about Ukraine contain related pictures comparing with only 60% of CNN International).

Consequently, having made the quantitative analysis of news reports of CNN International and BBC World about Ukraine in 2010, some similarities and differences between two largest international news networks have been found in dealing with the same information. Firstly, the attention of global media to Ukraine directly depends on political events that have place in the country: the increased number of articles about Ukraine on both CNN International and BBC World websites in February coincides with presidential elections in Ukraine. Moreover, politics and international relations are the main topics of news reports on both networks, while government, politicians and political parties gain more media attention than all other actors together. This reflects the similar strategy of both international news networks in choosing information to create report about. However, many differences in presenting the information about Ukraine on CNN International and BBC World online versions were found.

The website of CNN International has few original features. After each article about Ukraine there are "We recommend" section (Screenshot #3, Element #1) with news reports that can be interested for the audience reading this piece of news and "Related topics" section (Screenshot #2, Element #2) with articles about Ukraine in general, or Ukrainians that have been covered most on CNN International, such as President Yanukovich or politicians Timoshenko and Yushenko. Moreover, while news about Ukraine belongs to World section, there are recommended news reports from this section called "More World" (Screenshot #3, Element #2).

Another distinctive feature is the story highlights option, when on the left side of webpage the reader can find a useful summary of news report (Screenshot #2, Element #1). Furthermore, there is a possibility to leave comments about the article or related issues for registered users (Screenshot #3, Element #4). The structure of all these options along with pictures, videos and comments make the CNN International

<http://edition.cnn.com/2010/WORLD/europe/07/01/poland.hosts.euro2012/index.html?iref=allsearch#fbid=rcoFz750yzx&wom=false> [Access on 03.09.2010]

¹⁶ Thousands protest Russia-Ukraine deal. Added on April, 24, 2010. CNN International <http://edition.cnn.com/2010/WORLD/europe/04/24/russia.ukraine/index.html> [Access on 03.09.2010]

webpage and information about Ukraine on it very easy and interesting to read and assimilate. Moreover, according to the dynamics of mentions of Ukraine, the editors and journalists react on important events in the country, so we can conclude that public diplomacy attempts do not work properly with global media networks. Even though, the important step to establish Ukrainian promo video “Beautifully Yours” on CNN International channel and website was done in 2008¹⁷, there are a lot of problems to work on. For instance, at the end of each article about Ukraine there are sponsored links promoting Ukrainian prostitutes or marriage with Ukrainian women that can negatively affect the image of Ukraine and negate all the attempts to improve the brand of Ukraine (Screenshot #3, Element #3).

Screenshot #2

The screenshot shows a CNN article from April 24, 2010, titled "Thousands protest Russia-Ukraine deal". The article is by the CNN Wire Staff and is updated at 16:12 GMT. The main image shows a large crowd of protesters in Kiev, many with their hands raised. A caption below the image reads: "Opposition protesters wave hands at a mass meeting in front of the Ukrainian Parliament in Kiev on Saturday." The article text discusses the deal between Ukraine and Russia regarding the lease of a naval base in the Black Sea. A "STORY HIGHLIGHTS" section is highlighted in red, containing bullet points about the protest and the deal. A "RELATED TOPICS" section is also highlighted in red, with "Ukraine" selected. A "Most Popular" sidebar is visible on the right.

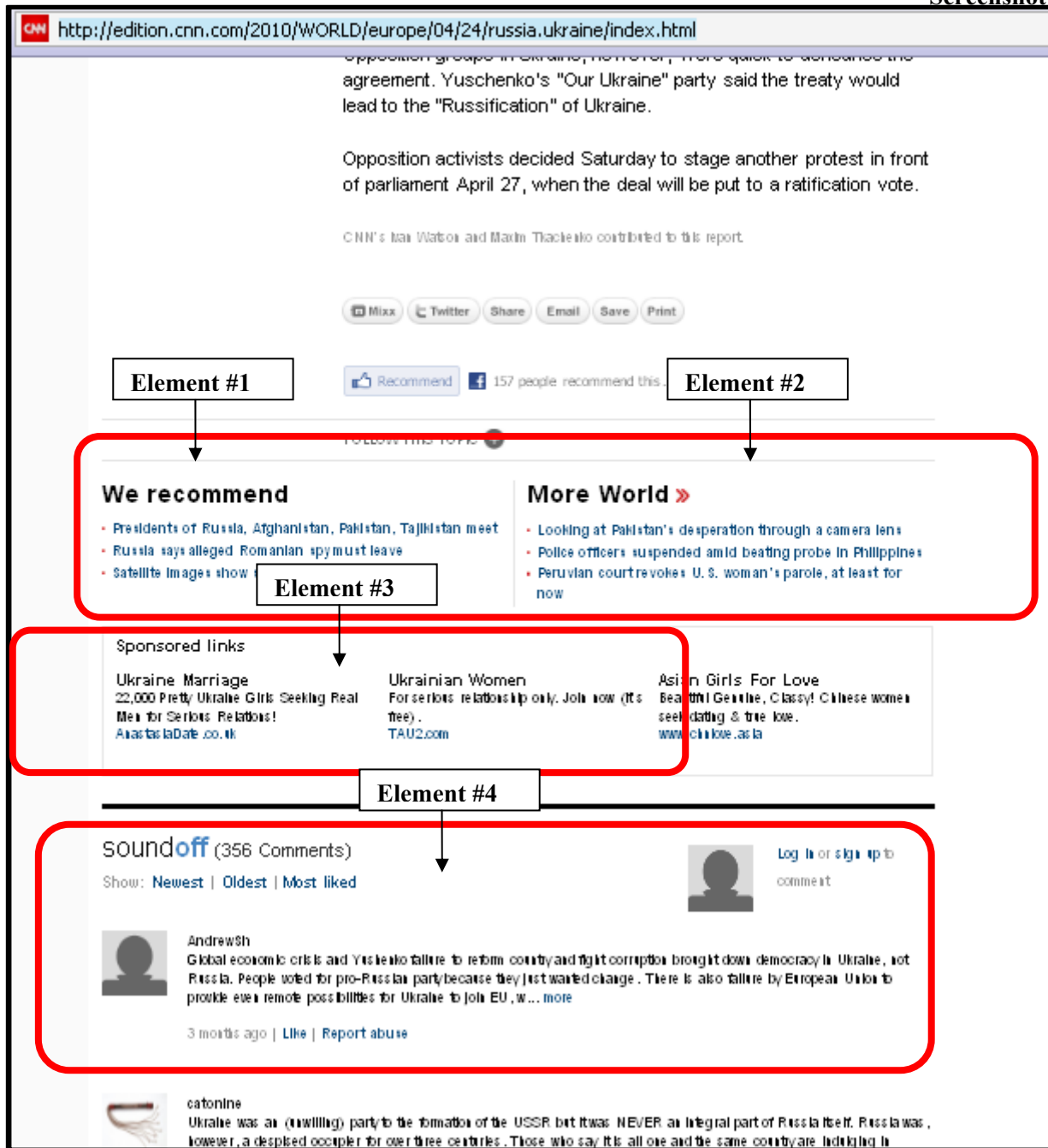
Source: <http://edition.cnn.com/2010/WORLD/europe/04/24/russia.ukraine/index.html>

BBC World online version has common and distinctive features of presenting news reports with its competitor. Similarly to CNN International, there are “Profiles” (Screenshot #4, Element #1), “See also”, “Related links” (Screenshot #4, Element #2) and “Top Europe Stories” (Screenshot #4, Element #3) sections with the articles about related topics or from the same news section. The main quotes or the most important abstracts are highlighted; there are many pictures, graphs and tables to visualize the information (Screenshot #4, Element #4). Moreover, while some pieces of news, which are written by UK correspondents, include the analysis of Ukrainian journalists from BBC Ukrainian office in Kiev (Screenshot #5), many of with the articles about related topics or from the same news section. The main quotes or the most important abstracts are highlighted; there are many pictures, graphs and tables to visualize the information (Screenshot #4, Element #4). Moreover, while some pieces of news, which are written by UK correspondents, include the analysis of Ukrainian journalists from BBC Ukrainian office in Kiev (Screenshot #5), many of them are translated to Ukrainian along with other languages (Screenshot #4, Element #5).

¹⁷ In 2008, according to the Program financially supported by the Ministry of international Affairs of Ukraine, the informational campaign on CNN International with the aim to improve the image of the country was launched with promo videos “Ukraine, Beautifully Yours”. However, after 300 times of video broadcasting in 2008, the campaign was paused and never renewed again. (Focus, 2009) <http://focus.ua/society/29341>

Along with these, if there are related to the theme of article television programs the links to them are provided for readers. The good example of it can be the link to Russian Business Report program’s webpage in the article about Ukraine-Russian economic relations (Screenshot #6).

Screenshot #3



Source: <http://edition.cnn.com/2010/WORLD/europe/04/24/russia.ukraine/index.html>

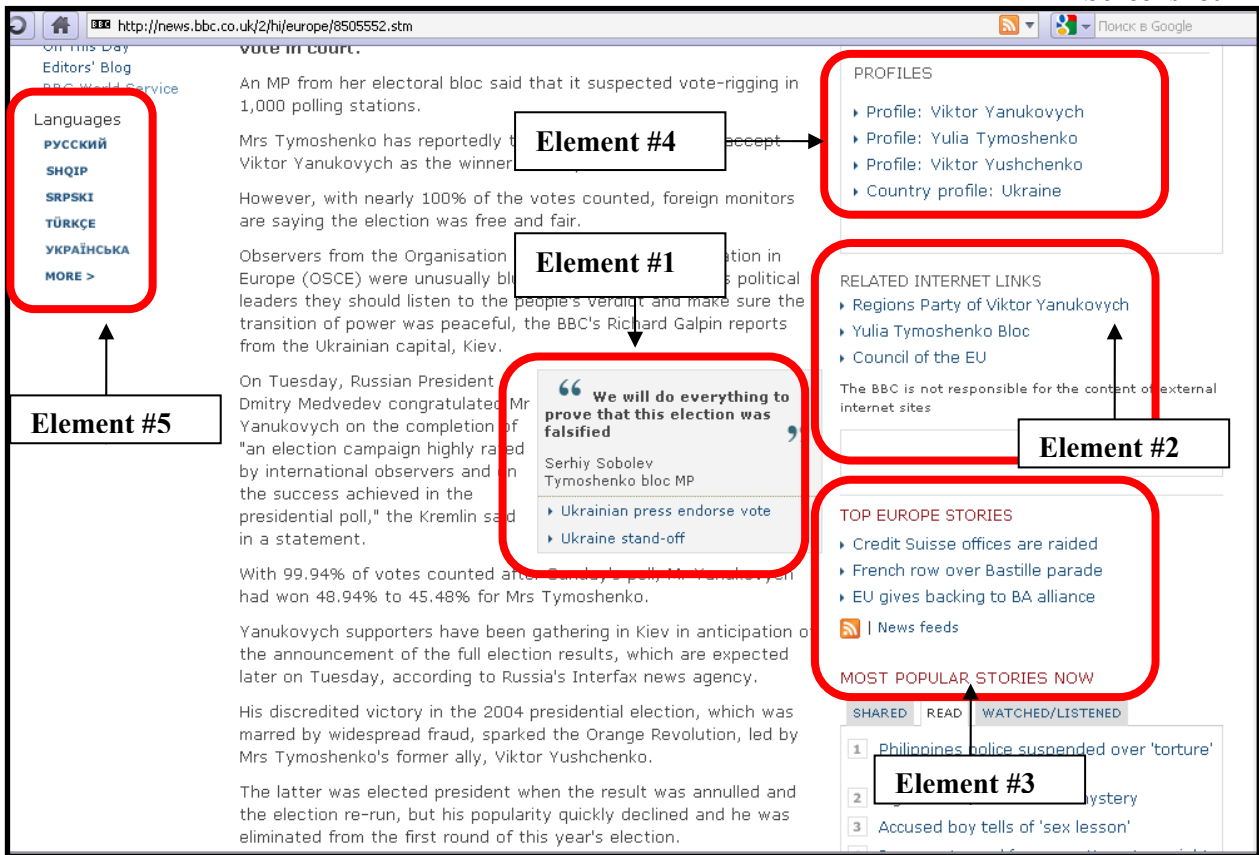
The next distinctive feature of BBC International is the creation of special section that contains all the related news reports, for instance, all the articles about Presidential elections in Ukraine are inside “Ukraine election 2010” section with background information (Screenshot #7).

Furthermore, if there are discussions concerning the theme of news report in the article, there are voting bar, where readers can leave their opinions and lately see the results analyzed in next articles. Additionally, some articles present the emails of BBC World website readers with their opinions regarding the theme discussed, while there is no possibility for readers to leave comments.

Finally, the last and huge difference between CNN International and BBC World websites according to broadcasting news about Ukraine in 2010 lies in geographical coverage of CNN and BBC: while CNN International gathers information about Ukraine with correspondents from US or Russian office, BBC World has its own BBC Ukrainian office in Kiev (Table #4). As we can see from data, 19 BBC news reports about Ukraine were made directly from the scene by BBC Ukrainian stuff, while all the CNN articles were written

by Russian (4 articles) or American (11 articles) journalists, sometimes referring to Ukrainian sources (6 articles). This fact explains all some differences in higher number of full news reports about the country and the quality of them with more detailed information on BBC World website. Furthermore, the information, for

Screenshot #4



Source: <http://news.bbc.co.uk/2/hi/europe/8505552.stm>

Screenshot #5

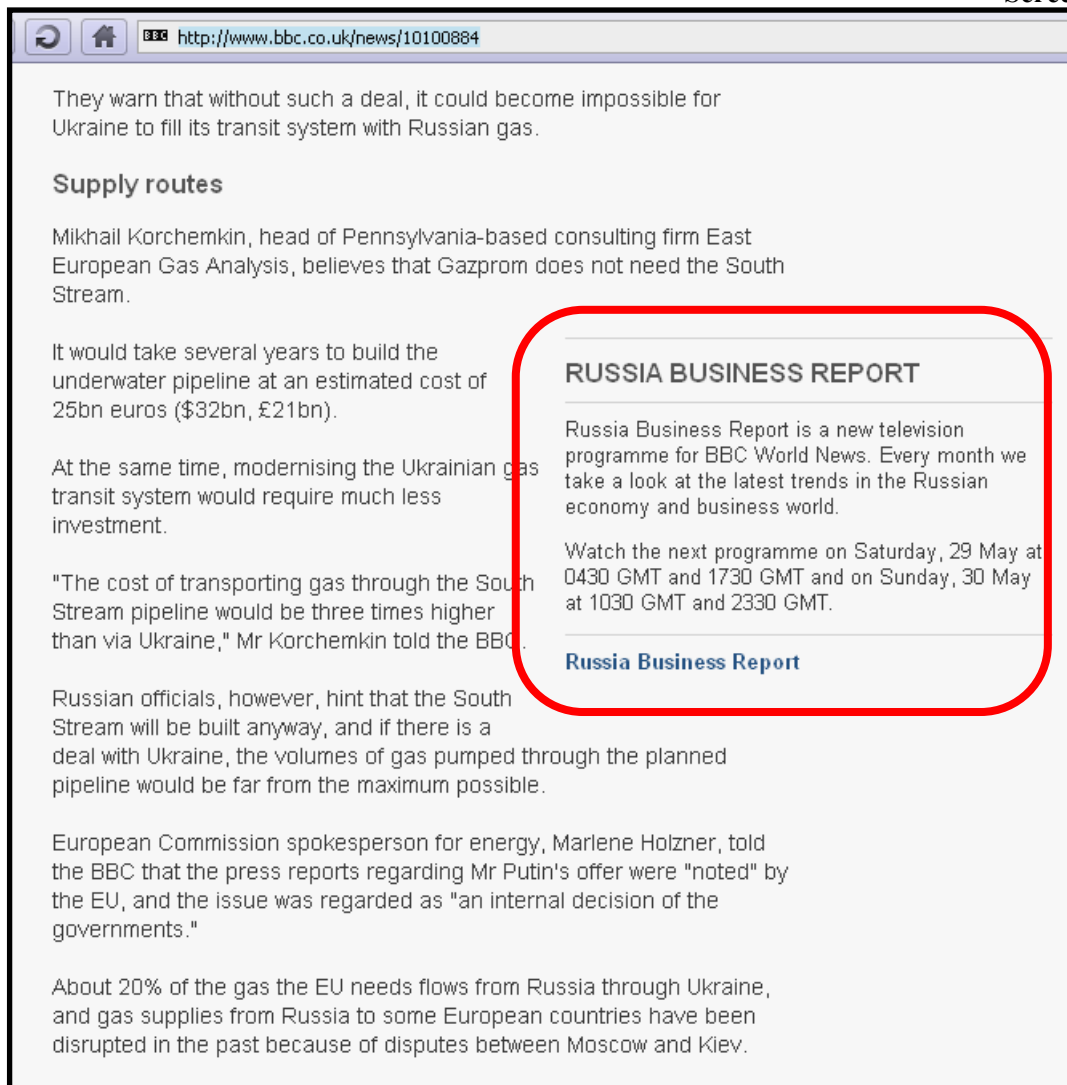


Source: <http://news.bbc.co.uk/2/hi/europe/8525821.stm>

example, about the agreement to extend Russia's lease of a major naval base in the Black Sea port of Sevastopol, Ukraine, for 25 years, is more fully analyzed by BBC Ukrainian journalists from Kiev for

BBC World¹⁸, where arguments of different points of view are discussed and special attention is paid to Ukrainian

Screenshot #6



Source: <http://www.bbc.co.uk/news/10100884>

protests on this deal, while correspondents from Moscow CNN office have covered this problem more one-sided, emphasizing mainly the advantages of this landmark agreement¹⁹. Consequently, it may be argued that Ukraine is more frequently and favorably covered by BBC World, which receives pieces of news from the BBC Ukrainian bureau, while on CNN International the information about the state can be presented through the Russian or American prism. However, CNN International without its special journalists in Kiev did more than BBC World exclusive interviews (5 comparing to 2 special reports) with Ukrainian President and other politicians during the time frame analyzed²⁰.

Moreover, this data is very relevant to the research, because it shows that even though BBC World and CNN International are two highly developed international news networks with constantly updated services and professional staff all over the world and they are the brightest representatives of western global media, for the case of Ukraine this UK/US news duopoly is not working on the same basis. Ukraine's public diplomacy aims to improve the awareness about the country all over the globe discussed in Chapter 3 has no strong relations with BBC World and CNN International news reports in 2010. The situation is little better with BBC World, which because of geographical closeness and historical ties presents the information about

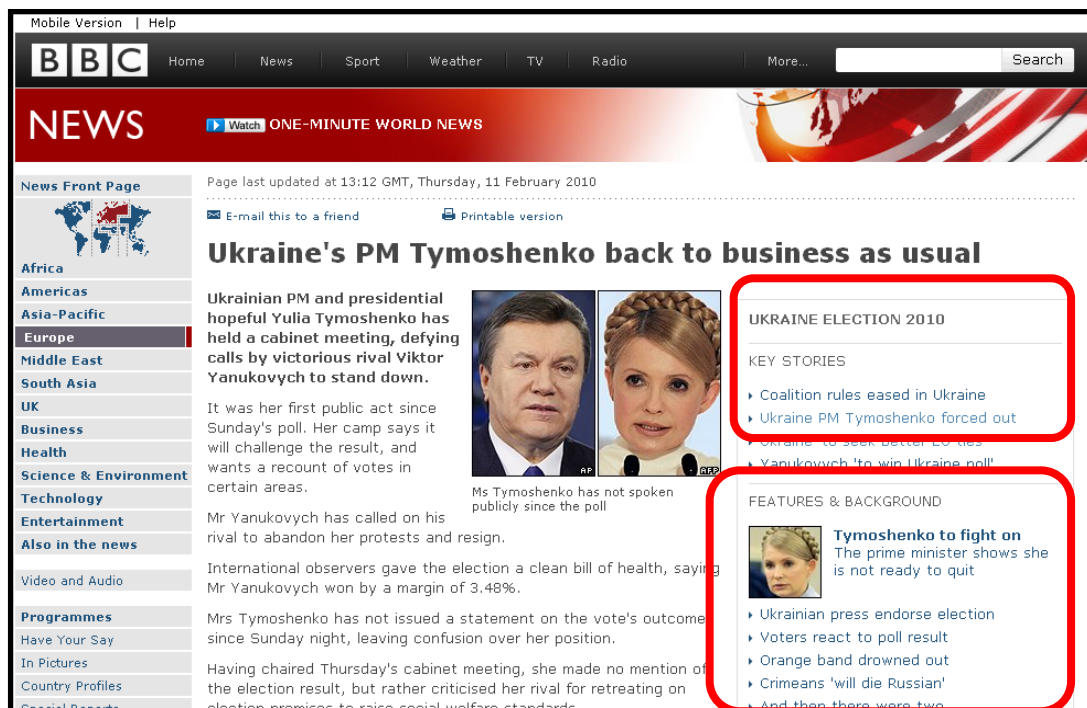
¹⁸ Ukraine extends Russia's Black Sea Fleet lease, Added on April, 21, 2010. BBC World <http://news.bbc.co.uk/2/hi/europe/8635345.stm> [Access on 03.09.2010]

¹⁹ Russia, Ukraine agree on naval-base-for-gas deal, Added on April, 21, 2010. CNN International <http://edition.cnn.com/2010/WORLD/europe/04/21/russia.ukraine/index.html?iref=allsearch> [Access on 03.09.2010]

²⁰ CNN exclusive: Ukraine's Yanukovich: I'm no Kremlin stooge, by Matthew Chance. Added on February, 10, 2010. <http://edition.cnn.com/2010/WORLD/europe/02/09/yanukovich.ukraine/index.html> [Access on 03.09.2010]

Ukraine more often and not only on political and economic issues. However, in general, on both online global media the results of Ukrainian attempts in public diplomacy are not visible: the state is mainly covered during or after important international, political or economic events, no joint projects with international and Ukrainian media prepared, actions of non-governmental organizations and Ukrainian diaspora are

Screenshot #7



Source: <http://news.bbc.co.uk/2/hi/europe/8510070.stm>

Table #4: Number of reports prepared by different offices of CNN and BBC

Office or Bureau / number of news reports	CNN International	BBC World
Kiev, Ukraine	0	19
Moscow, Russia	4	4
Contribution of Ukrainian or Russian correspondents to US report	6	3
Exclusive interviews of CNN & BBC	5	2
Total	15	28

Source: Author's own elaboration

not sufficient to improve the image, and the program of PR-professional training for civil servants, diplomats, ambassadors and consuls, representing Ukraine at the international level is funded very poorly²¹.

Apart from analysis of common and distinctive features of CNN International and BBC World websites in dealing with the same information about the country, this chapter concludes that Ukrainian attempts in public diplomacy are still insufficient to be a connecting link in global media-national image relations and affect international news networks on purpose to improve the Ukrainian image abroad.

Lastly, the results of sample analyzed can prove that the answer for the research question of the article, whether there is any dependency between Ukrainian attempts in improving the image of the country and media factor for the case of Ukraine, is positive. People overseas mainly know about Ukraine only from international news reports on global media. We can summarize that the first steps of Ukrainian government, communication companies, social movements and non-governmental organization in public diplomacy are insufficient to affect global news media and improve the image of the country in the eyes of CNN International and BBC World' audience. Based on the results of the sample, international news networks are working according to their global agenda concentrated on particular topic far away from Ukrainian own

²¹ Personal interview with Volodymyr Kyryluk, Consul of Ukraine in Barcelona, 20.08.2010, Barcelona, Spain.

interest. However, despite this, for Ukraine, as a young and developing country, it is important to continue the efforts in this direction.

Finally, the novelty and main contribution of this work is the proof of the fact that there is a strong connection between global news media, powerful actors in cultural and international relations' spheres, and public diplomacy, a relevant and strategic issue in modern international relations. However, these ties are not applicable to all countries. Taking the case of Ukraine, the relations between its attempts in building its own brand and global news media are misbalanced and working only in one direction – international news networks set the agenda for Ukrainian public diplomats, while public diplomacy's efforts in creation the national image are insufficient to affect CNN International and BBC World.

Regarding to this, we propose the following practical recommendations to improve the position of Ukraine in the global informational environment. It is important to create at the Ministry of Foreign Affairs of Ukraine a group of media and international relations' experts responsible for connections with Global News Media and creation of favorable for the image of the country informational environmental on Internet. The sphere of activities of this group will include the creation and constant updating of database with online media, which cover Ukraine. Moreover, it is necessary to monitor all the publications on the important for the image issues and respond on materials with press-releases to provide international networks with official information and position of the state about particular theme. Special attention should be paid to new services of online media – blogs and websites when users can participate in the creation of news reports. The results are supposed to be submitted to the direction of the Ministry and coordinated actions are to be taken.

The question of establishment of similar organization today remains open and contains unexplored problems of regulation of the relationships between global news media and diplomatic practice. This shows that interrelation between global media and public diplomacy in developing democratic countries without strong tradition in international relations is an important and undeveloped area for the research.

LITERATURE

1. Бойко О. В. Зовнішній імідж України в світлі англомовної преси / О. В. Бойко // Наукові записки. Сер. Політика і етнологія; Ін-т політичних і етнонаціональних досліджень НАН України. – К., 2001. – вересень. – С. 291–307.
2. Голік О. В. Історіографія питання іміджу України на сторінках російської та американської преси / О. В. Голік // Наукові записки. Сер. Політика і етнологія; Ін-т політичних і етнонаціональних досліджень НАН України. – К., 2009. – травень. – С. 150-167.
3. Bagdikian B. H. The new media monopoly / B.H. Bagdikian. – Boston, Mass.: Beacon, 2004. – 327 p.
4. Chalaby J. American Cultural Primacy in new media order / J. Chalaby. – New York: International Communication Gazette, 2006. – 124 p.
5. Cooper-Chen A. Global entertainment media: content, audiences, issues / N. J. Mahwah. – London: Lawrence Erlbaum, 2005. – 184 p.
6. Curran J., Gurevitch M. Mass media and society / J. Curran. – London: Hodder Arnold, 2005. – 275 p.
7. Flew T. Understanding global media / T. Flew. – Houndmills: Palgrave Macmillan, 2007. – 312 p.
8. Kamalipour Y. R. Global communication / Y. R. Kamalipour. – Belmont, Calif.: Thomson Wadsworth, 2007. – 232 p.
9. Kung-Shankleman L. Inside the BBC and CNN: managing media organizations / L. Kung-Shankleman. – London and New York: Routledge, 2007. – 189 p.
10. Melissen J. The New public diplomacy: soft power in international relations / J. Melissen. – Basingstoke UK; New York: Palgrave Macmillan, 2005. – 321 p.
11. Nye J. Soft power: the means to success in world politics / J. Nye. – New York: Routledge, 2004. – 257 p.
12. Rantanen T. The Media and globalization / T. Rantanen. – London: Sage, 2004. – 289 p.
13. Robinson P. The CNN effect: the myth of news, foreign policy and intervention / P. Robinson. – London and New York: Routledge, 2002. – 169 p.
14. Simonin B. L. Branding and Public Diplomacy: Challenges and Opportunities / B. L. Simonin. – London: SAGE Publications, 2008. – 312 p.
15. Thussu D. K. News as entertainment: the rise of global infotainment / D. K. Thussu. – London etc.: Sage, 2008. – 402 p.

Вендель А. И. Глобальные медиа и национальный имидж: пример Украины в BBC World и CNN International / Автономный Университет Барселоны, Испания.

Статья посвящена проблеме медиа фактора в процессе формирования имиджа страны в глобальных медиа на примере освещения новостей об Украине в BBC World и CNN International. Во-первых, статья акцентирует внимание на том, что национальный имидж является одним из ключевых элементов внешней политики каждого государства, который может значительно влиять на взаимоотношения с другими акторами на международной арене. Во-вторых, рассматривается влияние процессов глобализации на средства массовой информации, которые сегодня играют решающую роль в процессе создания и улучшения имиджа страны за рубежом. Данная работа анализирует новости об Украине на протяжении первой половины 2010 года в электронных версиях BBC World и CNN International и доказывает важность медиа фактора в процессе построения бренда Украины, который сегодня является преимущественно негативным.

Ключевые слова: имидж страны, информационные ресурсы государства, глобальные медиа, BBC World и CNN International, мировые информационные процессы, бренд Украины.

Вендель А.І. Глобальні ЗМІ та імідж країни: приклад України в BBC World and CNN International / Автономний університет Барселони, Іспанія

Стаття присвячена проблемі медіа фактору в процесі формування національного іміджу країни у глобальних медіа на прикладі висвітлення новин про Україну в BBC World та CNN International. По-перше, стаття акцентує увагу на тому, що національний імідж є одним із ключових елементів зовнішньої політики кожної країни, який може суттєво впливати на відносини з іншими акторами на міжнародній арені. По-друге, розглядається вплив процесів глобалізації на культуру та засоби масової інформації, які сьогодні мають вирішальну роль в процесі створення та покращення іміджу країни закордоном. Дана робота аналізує новини про Україну протягом першої половини 2010 року в електронних версіях BBC World та CNN International та доводить важливість медіа фактору в процесі будівництва бренду України, який сьогодні є переважно негативним.

Ключові слова: імідж країни, інформаційні ресурси держави, глобальні медіа, BBC World та CNN International, світові інформаційні процеси, бренд України.