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THE IMAGE OF UKRAINE IN THE WORLD MEDIA

Introduction. In the 21st century mediatization absorbs all spheres of society, and, hence, international relations. The laws of the media create reality and thus can affect the agenda, the consumer's perception of information on a particular event, situation, political player. Therefore, for the state as a subject of international relations, the image in the world media plays an important strategic role for the image, its public diplomacy and in many other important areas. The main source from where the foreign community receives information about Ukraine is the global media. Contradictory and ambiguous image of Ukraine in the world media, as well as mostly negative connotations of reports about Ukraine in the global network, directly affect the image of the state in the IR system.

Review of recent publications. Many researches and publications of foreign and domestic authors have been devoted to this subject. Recent researches include the International – Scientific and Practical Conference «Image and Reputation: Current Trends and Challenges», which took place in Kyiv in 2020 on March 20-21 [4]. Also, research on the topic under consideration can be divided into the following groups: general theoretical research on the image of the state through the media (E. Gilboa, B. Berelson, J. Grix, S. Lacroix, etc.); works devoted to the problem of national and state insult in the media (K. Boulding, L. Aivazyan, B. Petersson, etc.); as well as scientific works on the image of Ukraine (O. Shchurko, I. Kachanovsky, O. Shvets, O. Konsevykh, etc.).

Objectives of the paper: to determine the image of Ukraine in the global media and to identify the main mechanisms of its formation.

Results of the research. The problem of forming a positive image of Ukraine in the world media is one of the important functions of image activity and Ukraine's branding strategy as a whole. Properly structured policy steps aimed at foreign target audiences using all the tools of government agencies and non-governmental institutions, as well as the means of mediation help to make the country more successful. This will have an impact, in particular, on ensuring the national interests of the state and improving the lives of its citizens. However, in order to properly build certain steps to solve this problem, it is necessary to understand it from the inside and follow the evolution of this issue. The interest of the international community and the world media in the active coverage of events and news about Ukraine began to sharpen at a turning point in the modern history of Ukraine, namely in 2013. The conflict in the East, revolutionary and post-revolutionary events, arose considerable interest in the international political community, and the issue of

Ukraine entered the political agenda of international organizations and alliances, and more and more new ones began to appear in Ukraine.

After analyzing the news texts of authoritative foreign mass media on the domestic political and economic situation, it can be noted that in the case of covering the turning point of the Revolution and post-revolutionary events, journalists are often emotionally charged. However, it was the internal political situation of the state, and the conflict situation with the Russian Federation, that caused the information about Ukraine to appear much more often in the news columns of the global media. A striking example of the processes mentioned above can be the appeal of British, German and French quality newspapers to such concepts as “crisis”, “conflict”, “revolution” and “war” in the coverage of Ukrainian events. Moreover, these concepts are actively used to denote cultural events, indicating the politization of Ukrainian culture in the media discourse of these editions. Reinforced by the audiovisual component, photographs and video materials, online articles have a high level of immersiveness and contribute to a more vivid emotional filling of the formed images [1].

Moving on, it should be noted that in 2017 – 2018, interest in Ukraine in foreign columns began to decline rapidly according to the analytical center *VoxUkraine* [5]. During the content analysis of headlines in 14 Western and three leading English-language and Russian state media, analyzed the downward trend, namely that during this period, the Western media made less than 4 thousand publications about Ukraine. However, starting in 2019, the situation is beginning to change. They write about Ukraine again and thus create an image of it in the world media. This year, Ukraine has been in the spotlight of the world media. Volodymyr Zelenskyi's victory in the presidential election initially surprised and shocked Western journalists. At the end of the year, *TIME* magazine put V. Zelenskyi on the cover, [9] and *The Week* [10] included the Ukrainian president in to the face-list of the Year.

Regarding the cultural dimension, it has been established that the representatives of the Ukrainian diaspora abroad play a special role in shaping the representations about Ukraine: artists who have Ukrainian roots, but never lived in Ukraine, or writers and immigrant musicians, whose opinion about certain events in Ukraine is considered to be authoritative and is replicated by European mass media, forming a heteroserotypic perception of the reality [1].

Another source of legitimate information for European newspapers is Ukrainian journalists and writers who write for them in relation to certain Ukrainian realities, and the process of heterostereotypization is thus formed through an autostereotypical perception of reality. Such “channel” of communication for the British newspaper *The Guardian* is, for example, the famous Ukrainian writer and journalist Andrei Kurkov [1]. It should be noted, that the global media that write about Ukraine in modern conditions still has a negative trend. At the same time, in the minds of citizens coexist Western social values, beliefs in Ukraine's European choice with a huge amount of Russian information product, which promotes other values and priorities up to cultural and psychological distancing from the Western countryside. In general, the national consciousness of modern Ukrainian society in many

fundamental value orientations is blurred and incomplete, the society is dominated by "worldview chaos" and value disorientation, which in fact restrains the onset of.

Conclusion. Thus, mediatization is an important means of creating an image. The state image is largely shaped by the laws of the media. The media have not only become an integral part of the public and private society spheres, but have also begun to "intervene" in the political decision-making process.

Within the limits of studying the state image, the dominance of media reality also means a significant advantage of the media as a tool for constructing the state image. Regarding Ukraine's position in the global media and the view of authoritative foreign news platforms, it can be noted that there is a noticeable tendency to expand the scope of mentioning our country in the media abroad. The revolution and post-revolutionary events have become a hot topic for discussion by the world community. It should be noted that Ukraine's image through culture creates a very positive image of Ukraine on the foreign newspaper pages.

Domestic political circumstances and the economic situation, on the other hand, nullify the positive trend towards Ukraine and create the image of a rather corrupt, troubled and weak state, an unreliable partner on the outskirts of Europe. Domestic mass media play an important role in the processes of forming the national consciousness, which is the basis of state-building processes. Unfortunately, today the system of Ukrainian national media is not objectively focused on the formation of a developed national consciousness, and state and political identity.

Within this problem, one can identify an alternative that would be useful in improving Ukraine's image in the global media and in the international arena as a whole. The alternative to improving the staffing of government agencies responsible for Ukraine's image and branding and improving the implementation of strategic documents is the most effective. The preference for this policy option is confirmed by the fact that one of the key tasks for public policy is to create effective and efficient government structures, departments and ministries of public power and fill them with staff who are experts, in particular, in our study, PR experts and promoting the image of the country abroad.

It directly depends on whether the successfully adopted strategies and concepts of Ukraine's promotion abroad will be implemented, whether there will be a variable discussion and whether Ukraine will move forward in solving this problem.

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FRENCH MIGRATION POLICY

Introduction. In the second half of the twentieth century, rapid integration processes began in Europe, and in particular the problems of adapting national cultures to each other and the development of a common European identity played a significant role. The search for a new pan-European identity got complicated by the large influx of immigrants to Western Europe. If before the 1960-s and 1970-s Europeans faced, by and large, only difficulties in overcoming economic, social and cultural differences between European states, then now it is impossible not to reckon with people from other parts of the world who also live in Western Europe.

The main flow of immigrants comes from Muslim countries (Turkey, Morocco, etc.), which has already been noted both at the national level of France and at the general level of the European Union. The number of immigrants is difficult to determine, as a large percentage of unregistered immigrants live illegally. France, like other European countries, is facing a problem which 30-40 years ago was not on the agenda, but has now become one of the key tasks that requires an immediate solution. This is namely a problem of acculturating new ethnic communities.

In France, immigrants are now able to have a significant impact on socio-political processes and the level of conflict in the country. They are increasingly demanding recognition of their identity, to make Islam part of the social life in the European countries. That is why the French government pursues a purposeful policy in the field of education, which aims to integrate all national cultures of the state.

Review of recent publications. It should be noted that in the scientific literature there is not enough comprehensive political research on the problem of modern immigration processes in France during E.Macron's presidency from 2017 to the present year and their subsequent regulations.

This, in turn, gives some space for carrying out a research in this area. In our paper we basically rely on the works by V.A. Iontsev, T.V. Cherevichku, Ya.R. Stryeltsova, B.V. Debts and oth. The monographs by V.A. Iontsev, who reveals modern theoretical trends that explain the international migration of the population, and classifies the main scientific approaches to its study, are of particular