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## UKRAINE IN THE CONTENT OF THE BRITISH NEWSPAPER «THE TIMES»

**TKACHENKO Olena,**

D.Sc. (Philology), Professor,

Sumy State University, 2, Rymsky-Korsakov St., Sumy, 40007, Ukraine, e-mail: olenasumdu@gmail.com

*The article touches upon the problem of European integration processes in Ukraine, which arouse the enormous interest of the world media. Investigating the on-line version of «The Times» newspaper, from the 21st of November 2013 till the 1st of March 2014, the author singles out 117 publications, which are devoted to Ukraine in the period of Euromaidan and comes to the conclusion, that the image of Ukraine, created by the foreign journalists, confirms the desire of the Ukrainian nation to integrate into Europe and their belief in the strong democratic society.*

**Key words:** European integration, Euromaidan, media, media content, journalistic material.

**Introduction.** Integration is an important driving force of contemporary globalizing processes. The European Union, which brought together a group of countries, reached today a high level of political integration, unification of law, economic cooperation, social welfare and cultural development, occupying a leading position in the global economy. It accounts for 41.4 % of world export, 39.8 % of import and 41.9 % of import of service. It is clear that such cooperation is attractive to any country.

The process of successive approximation to the EU has an important meaning for our country, and the strategic outcome of this process – the full membership in the EU – where the world media play an important role, they not only form the image of the state, but also perform the function of the ideological and political influence, which are needed for community support and for public awareness. The importance of the information communication role, of the image of the state attracts attention of many scientists, such as P. Bilenchuk, A. Zernetska, A. Zviryntsev, Yu. Yelisoenko, Kotler, G. Pocheptsov, M. Slysarevsky.

*The purpose* of our issue, outlining the main stages of European integration processes in the independent Ukraine, is to clarify the role of «The Times» newspaper, during the integration process of the country into the global political, economic, informational and cultural space.

**Results and discussions.** The relations between Ukraine and the European Union started in December 1991, when the Minister of Foreign Affairs of the Netherlands, the country of the EU Presiden-

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cy, on behalf of the Union officially recognized the independence of Ukraine and called it to support dialogue and open relations with the States-Members.

The position of Ukraine as to the EU was firstly formed legislatively in the main directions of the foreign policy of Ukraine, which were approved by the Verkhovna Rada of Ukraine on July 2, 1993.

The important step was the signing on June 14, 1994 in Brussels the Partnership and Cooperation Agreement between the EU and Ukraine. The document marked the beginning of a stable political, economic and cultural dialogue between the countries.

The «Strategy of Ukraine's integration into the European Union» was approved by the decree of the President Leonid Kuchma on June 11, 1998, where there was affirmed that «Ukraine's national interests require the identification of Ukraine as an influential European state, a full member of the EU» [1].

During the administration of the country by the third President of Ukraine Victor Yushchenko the process of European integration was also seen as a means of realization of the national interests, of building economically developed and democratic state, of strengthening the positions in the global system of international relations. On March 18, 2004 the National Program of Adapting Ukraine to the European Union was adopted, establishing a mechanism of achieving by Ukraine the compliance with the third Copenhagen and Madrid criteria for the EU membership. This mechanism includes the approximation of the legislation system, the foundation of the definite institutions and other activities, which are necessary for the effective functioning of the area of law enforcement and in the area of customs, tax law, labor and social security, protection of intellectual property, banking and financial services, insurance, competition, health care of people, environment, energy sphere, transport and so on.

It should be mentioned that between 1993 and 2004 a strong legal framework was developed in Ukraine and good practical steps were made towards European integration.

Meanwhile, the multi-level Ukrainian foreign policy, focusing mainly on the rule-making activities and ignoring of serious reform measures and therefore an obvious gap between the declared objectives and actual practice, what is often mentioned by European leaders and analysts, caused the ambiguous and cautious attitude to the prospects of Ukrainian integration. According to Prof. G.Pochepstov the problem is in the lack of strategic vision: the government does not work on designing the future, other countries do it for it, that is why, the future of the country is not known either to its leaders or to the public. «We are surely moving in the opposite direction, we cannot reach even the level of 1991 as to GNP» [2]. Loss of strategy makes today's general membership and virtual streams insignificant for the future of our country.

The European way of Ukraine, which had been lasting for more than 10 years, would have brought the country to the democratic standards, to the status of civil society, to the rule of law and to the safeguarding of rights and freedoms of all citizens and of a person in particular. However, in September 2013 the Global Competitiveness Index (Global Competitiveness index, GCI) was published by the World Economic Forum, as a result of which Ukraine has lost 11 positions during one year, finishing on the 84th position among 148 countries. The authors of the report indicated, that the country maintained its competitive advantages. «One can state, the most important problem of the country is the need to overhaul its institutional structure, which suffers from bureaucracy, from lack of transparency and from favoritism», – it is said in the Global Competitiveness Report [3].

The analysis of the European integration process makes it possible to identify five stages of the reforming in Ukraine:

1. 1991–1994 – studying and assessment of opportunities and prospects for partnership.
2. 1994–1998 – forming of the overall strategy of relations and development of the cooperation principles.
3. 1998–2004 – readiness of the EU, instead of that Ukraine had just formal approach to the process of European integration and an artificial image of «European integration of the country» was created.
4. 2005–2013 – great hopes, expectations and bitter disappointment of the Ukrainian people and the European Community.
5. 2014 – clear heading for the Association Agreement with the EU.

After the summit of «Eastern Partnership» (28–29 November) in Vilnius, dispersing of the oppositional camping and adopting of the laws on January 16, 2014, which provided tougher sanctions

for participating in riots, the action of protest took a sharp anti-governmental and anti-presidential character. The main reasons for such events are: social injustice, huge polarization of incomes and living standards in Ukraine, corruption that permeates the executive and the judiciary, law enforcement authorities.

On November 30, 2013 there began the formation of groups of self-defense in defense to aspirations of Euromaidan. Already by the middle of December there had been more than 5 thousand people on the lists. The diverse nationalist groups (UNA-UNSO, «Trident», «Patriot of Ukraine» and others) became a right radical association «Right Sector», which regarded the Euromaidan as the beginning of the national revolution, which, according to the words of the leader of the «Legal Sector» Dmitry Yarosh, had to be completed with a full removal of the regime of internal occupation and receiving the system of comprehensive national democracy by Ukrainian national state.

After another «people's assembly», convened by the leaders of the parliamentary opposition («Batkivshchyna», «Udar», «Svoboda») on January 19, 2014 in Kiev the clash of the radical protesters with the police units began. The opposition demanded the resignation of the government and continuing the process of European integration.

On February 18, 2014 there was a sharp escalation of the situation, accompanied by widespread of bloodshed. According to the Ministry of Health of Ukraine 77 people were killed from the 18th till the 21<sup>st</sup> of February in Kyiv, according to the Interior Ministry – 16 policemen. At the meeting of the Verkhovna Rada the opposition demanded the returning to a parliamentary-presidential form of government and restoring of the constitution of 2004.

On February, 21 under the pressure of the western countries Victor Yanukovych made concessions with the opposition and signed an agreement to resolve the crisis in Ukraine, what included the following: returning to the Constitution of 2004, constitutional reform and early presidential elections not later than in December 2014. The same day Mr. Yanukovych left Kyiv.

On February 21, 2014 the Verkhovna Rada of Ukraine adopted a resolution about the unconstitutional withdrawal of the President Victor Yanukovych and called for the early presidential election.

On February, 23, the duties of the President were entrusted to the chairman of the Verkhovna Rada Mr. O. Turchynov and on February, 27 there was formed the provisional government, Mr. A. Yatsenyuk became the Prime Minister of Ukraine.

It should be emphasized that the stabilizing and turning point in the history of an independent state was the elections of the President of Ukraine on May, 25, which showed the European aspirations of the Ukrainian people.

For the content analysis we have chosen the electronic version of the printed and online edition of «The Times», for the period of November 21, 2013 – March 1, 2014, as a representation of the history of Euromaidan.

«The Times», an influential British daily newspaper, is one of the oldest in the world. It was founded in 1785 by John Walter. The Newspaper Corporation is managed by the News Corporation, headed by Rupert Murdoch. Since its foundation during over 219 years the newspaper has been printed widescreen, but in 2004 switched to the compact format with the intention to expand its influence on the younger audience.

Many publications have borrowed its name from the famous newspaper, for example: «The Financial Times», «The New York Times», «The Times of India», and even «Moscow Times» and others. «The Times» has been the most influential British daily newspaper for several centuries. The leading and upper class of society certainly started the day with the reading of the news columns. «The Times» has not lost its position. In March 2014 the edition of «The Times» was 384,304 copies and had about 200 thousand subscribers on the Internet.

«The Times» prepared the online version in March 1999. The site of the British newspaper lost more than 4 millions of users since the introduction of fees for access to the content in 2009. However, the management of the newspaper does not worry, but rather rejoices, because for the first 225 years the newspaper is sold on the new data medium.

Historically «The Times» is considered to be a conservative newspaper, but in 2001 and 2005 it supported the Labor Party during the elections.

For the selected period we have chosen 117 publications of «The Times», devoted to the events in Ukraine.

The information reason for publications of «The Times» in November, nine of them exactly, were the following events in Ukraine: Ukraine's accession to the EU, the pressure from Vladimir Putin, inconsistent policy of V. Yanukovych and M. Azarov, the protests and crackdown of demonstrations, European intentions as to Ukraine.

In December, the subject of the material was expanded, and their number increased significantly to 30.

Ukraine appears at a crossroads, increasing of the power of the conflict – government – people, coherence and stability of the Ukrainian people, the role of the oligarchs in opposition, participation of Vladimir Klitschko in the political «battles», Ukrainian visa fraud, freedom of speech and professional risks of Ukrainian journalism, destruction of monuments of Lenin, Ukraine in the world. Several articles concern the economy, the financial situation of Ukraine, gas problems and Putin's suggestions.

In January, the number of online editions of «The Times» slightly decreased and came to just 23, although the subject of the material grew significantly as January in Ukraine was quite eventful.

Increasing of the conflict between the power and nation, the first victims of confrontation were the main topics of the newspaper. The British journalists Ben Hoyle and Christopher Miller called January 22, 2014 «the worst day of street confrontations in the Ukrainian capital since the Second World War» [4]. The attitude to the Ukrainian people was changed – from the patient and peaceful to violent and ready to take decisive actions. The stories of some demonstrators were portrayed.

Analyzing the situation in Ukraine, British experts do not give a positive outlook on the prospects of the state. Ukraine is compared with Syria; they speak about the probability of the «Iron Curtain» that divides Ukraine. The refusal to enter the EU is perceived as a «diplomatic mistake» of Victor Yanukovych's government, who made a lot of «costly and dangerous mistakes in domestic policies» [5].

In addition to these problems, journalists wrote about the refusal of Ukraine from the European gas, Putin's pressure on Ukraine, Western sanctions against influential Ukrainian politicians and oligarchs, «peace suggestion» of Yanukovych, the possibility of the emergency state. In general, the Ukrainian government appears unsure in their actions. The British journalists portrayed Ukrainian opposition leaders in different ways.

The top theme was the abolition of the known laws from January 16, 2014. For the first time Victor Yanukovych was shown as a president, who tried to overcome the crisis.

In February, the number of publications almost doubled again, and resulted in 55 materials. In the publications the «hottest» events of Ukraine were being discussed. The number of publications concerning economic increased, including the question: Does the West need Ukraine? The critical economic situation in Ukraine was analyzed and Kyiv reported that for solving the economic crisis we needed \$ 5 billion.

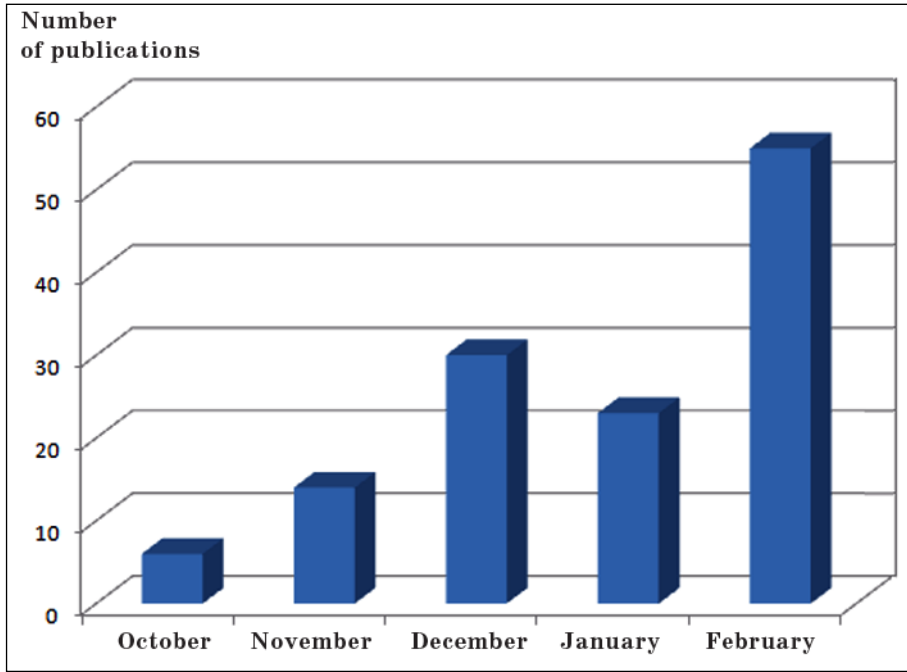
In February Euromaidan events were covered by «The Times» journalists daily because the worsening of the situation happened during that time.

Different topics were touched upon there: participation of the Ukraine Armed Forces in stabilizing of the situation, the role of Russia in the deployment of armed conflict in Ukraine, histories of the people from the barricades, tortures over the automaidan leader Dmitry Bulatov, killing of the Ukrainian judge, radicalism of protesters whom supports the former President Leonid Kuchma, statements and solutions of Victor Yanukovych, killings in Kiev, injuring of a nurse, Putin's call stopped the bloodshed, Ukrainian athletes left Sochi as a sign of protest, attempts of the world leaders to resolve the situation with the Ukrainian authorities, the disappearance of Victor Yanukovych, returning from prison of Mrs. Yu. Tymoshenko, the new government wants to arrest Victor Yanukovych on charges of mass murdering, the home of Yanukovych – is luxury and vulgarity, the win of sympathy – the bus with the policemen was released, Russian doubts over the legitimacy of the new government of Ukraine, the possibility of secessionism in eastern and southern Ukraine, Western leaders call Russia not to intervene, Russian invasion, «saying goodbye» to the monuments of Lenin, pro-Russian mood in the Crimea.

Having analyzing 117 publications about Ukraine for the period from November 21, 2013 till March 1, 2014 in the newspaper «The Times» the following conclusions can be made. Firstly, definite concep-

tion about Ukraine and the Ukrainian nation was formed, though it is mostly fragmental (political and economic problems). Secondly, the most critical materials reflect the current painful problems of our country and it is fully objective. Thirdly, the major object of sharp criticism of English media was the government of Mykola Azarov and President Victor Yanukovych. Some messages that are negative, have subjective factors (established stereotypes of Ukraine, the author's position, orientation to the general reader).

Diagram 1.



As it is seen in Figure 1, the events related to the European integration processes in Ukraine attracted the world's attention and aroused keen interest to the country; they began to speak about it, being interested in its news.

**Conclusions.** In general, the foreign publications created an image of Ukraine, that demonstrates the desire of the Ukrainian people to integrate into Europe and to have a strong democratic state. So the creation of a positive image of the country is the ability of political leaders to articulate and achieve goals, which meet the state's role in global processes and its real possibilities. The decisive action of the government directed at stabilizing of political life, at finding a way out of the economic crisis, at creating a favorable investment climate, at concern for the intellectual potential of society. All that will make it possible to improve the country's image, to form a treatment to it as to a reliable partner democratic country that has a great potential.

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## **Імідж України на шпальтах британської газети «The Times»**

**Ткаченко Олена**, д-р філол. наук, проф.,

Сумський державний університет, вул. Римського-Корсакова, 2, Суми, 40007, Україна, e-mail: olenasumdu@gmail.com

*Стаття порушує проблему євроінтеграційних процесів в Україні, які викликали значний інтерес світових медіа. Автор аналізує контент он-лайн версії англomовної газети «The Times» з 21.11.2013 по 01.03.2014 р. Виокремивши 117 публікацій, присвячених подіям Євромайдану в Україні, автор робить висновки про те, що образ України, створений зарубіжними журналістами, підтверджує прагнення українського народу до євроінтеграції і його віру в те, що Україна стане сильною демократичною країною.*

**Ключові слова:** євроінтеграція, Євромайдан, засоби масової інформації, медіа-контент, журналістський матеріал.

## **Имидж Украины на страницах британской газеты «The Times»**

**Ткаченко Елена**

*Статья подымает проблему евроинтеграционных процессов в Украине, которые вызывают огромный интерес мировых медиа. Исследуя медиа-контент онлайн-версии англоязычной газеты «The Times» с 21.11.2013 по 01.03.2014 г., автор выделяет 117 публикаций, посвященных Украине в период «евромайдана», и делает вывод о том, что образ Украины, созданный зарубежными журналистами, подтверждает стремления украинского народа к евроинтеграции и его веру в построения сильного демократического государства.*

**Ключевые слова:** евроинтеграция, Евромайдан, средства массовой информации, медиа-контент, журналистский материал.

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