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**COVID-19 pandemic in selected Ukrainian media**

Master's thesis

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Study programme: Media Studies

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Year of the defence: 2023

## **Declaration**

1. I hereby declare that I have compiled this thesis using the listed literature and resources only.
2. I hereby declare that my thesis has not been used to gain any other academic title.
3. I fully agree with my work being used for study and scientific purposes.

In Prague on  
22.04.2023

Olena Kruhlova

## References

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## **Abstract**

Master's Thesis *COVID-19 pandemic in selected Ukrainian media* gives an overview of the Ukrainian media system with a focus on media ownership and its outcome in the end publications. By choosing three different types of ownership: privately owned media, pro-governmental media and opposition-owned media, we took a look at how the media published articles about COVID-19 at the very beginning of the pandemic. The methodological basis of this work was framing research, which is meant to uncover trends and the ways in which information about the ongoing COVID-19 pandemic is presented through the analysis of headlines in the chosen online media sources.

The results of the framing research revealed that the frames are indeed present in the materials of the chosen media sources at the beginning of the pandemic. The representation of the frames was discovered to be different from the initial assumptions. The main discoveries revealed how privately owned media are more prone to fearmongering and hope frames, while the politically connected media were statistically less prone to publish anything politically coloured. The results of the study highlight the importance of media responsibilities during the time of medical crisis and how the general public must be critically aware of the dangers of misinformation, especially regarding the COVID-19 pandemic.

## **Abstrakt**

Diplomová práce *Pandemie COVID-19 ve vybraných ukrajinských médiích* podává přehled ukrajinského mediálního systému se zaměřením na vlastnictví médií a jeho výsledky ve finálních publikacích. Výběrem tří různých typů vlastnictví: soukromá média, provládní média a média vlastněná opozicí jsme se podívali, jak média publikovala články o COVID-19 na samém začátku pandemie. Metodologickým základem této práce byl rámcový výzkum, který má odhalit trendy a způsoby prezentace informací o probíhající pandemii COVID-19 prostřednictvím analýzy titulků ve vybraných online mediálních zdrojích.

Výsledky výzkumu rámcování odhalily, že rámce jsou skutečně přítomny v materiálech vybraných mediálních zdrojů na začátku pandemie. Bylo zjištěno, že reprezentace rámců se liší od původních předpokladů. Hlavní objevy odhalily, jak jsou soukromě vlastněná média náchylnější k šíření strachu a rámcům naděje, zatímco politicky propojená média byla statisticky méně náchylná publikovat cokoliv politicky zabarveného. Výsledky studie zdůrazňují důležitost mediální odpovědnosti v době lékařské krize a to, jak si široká veřejnost musí být kriticky vědoma nebezpečí dezinformací, zejména pokud jde o pandemii COVID-19.

## **Keywords**

Media system, pandemic COVID-19, media frames, framing theory, Ukrainian media, media ownership

## **Klíčová slova**

Mediální systém, pandemie COVID-19, mediální rámce, teorie rámcování, ukrajinská média, vlastnictví médií

## **Title**

COVID-19 pandemic in selected Ukrainian media

## **Název práce**

Pandemie COVID-19 ve vybraných ukrajinských médiích

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## **Introduction**

The COVID-19 pandemic, which began in late 2019, has been a real test for all areas of human activity. This was reflected in the information niches, as the media is a platform for disseminating news and forming public awareness, which is necessary in times of health crisis. The role of media is especially evident in difficult times for society, as their informational support could directly influence the health aspects of society (publishing statistics, safety rules in public places, conditions of vaccination for the average citizen etc).

The study aims to analyse the presentation of information about COVID-19 through the prism of the Ukrainian media. During the beginning of the pandemic, the media were informing about all the aspects of COVID-19 to the masses which was crucial in forming not only public opinion but directly influencing the well-being of the average citizen. We shall try and understand whether Ukrainian media were following the requirements of reporting and whether the political problems or situations could influence COVID-19 coverage.

According to the aim, the following research questions are formed: to determine the features of the modern Ukrainian media system and the influence of the political background on it; to find out the aspects of framing in the published materials in the context of the beginning of COVID-19 pandemic; and to analyse the COVID-19 pandemic through the prism of Ukrainian media which were chosen based on their ties to different political backgrounds through ownership (TSN.UA, 5.UA, CENSOR.NET.UA).

The novelty of the research is the lack of intelligence in the Ukrainian scientific space on this topic, both in the general framework of information materials and in the aspect of COVID-19.

The following methods were used in the study: descriptive, with which we identified the features of the Ukrainian media system and described the theory of media framing in the context of a pandemic; analytical, which allowed us to analyse the media TSN.UA, 5.UA, CENSOR.NET.UA on the subject of framing the pandemic; using the method of quantitative analysis, we reviewed the articles of TSN.UA, 5.UA, CENSOR.NET.UA by applying the concept of framing on the gathered materials from the beginning of the pandemic; and generalisation, using this method, we were able to draw conclusions about the results of our study and determine how framing in the context of domestic media could affect the perception of the COVID-19 pandemic by recipients.

The practical significance of the study lies in the possibility of its use to improve the reliability and impartiality of the Ukrainian media as well as widen the framing approach towards Ukrainian media.

A special report from Freedom House Press Freedom (Freedom House, 2020) suggests that in some countries democracy has faced more issues because of the pandemic. Based on this, our research assumes that the media coverage of COVID-19 differentiates because of the underlying political ties and the ownership of the media outlet.

We assume that those state-owned media are more favourable towards the government's decisions regarding the pandemic and more oriented on informing the population about the pandemic, while the opposition media are stricter and may create fearmongering among the population and place the responsibility on the current government. For the privately owned media, the assumption is that they mostly concentrate on informing the public about the pandemic and more medical aspects of it.

With regards to the chosen methodological framework, we assume that the governmentally owned media will have the most articles in the frames about hope and the opposition media will be most represented in the attribution of responsibility section. We expect the privately owned media to care about human interest and hope the most, while avoiding scaremongering among people, as the notion of privately owned media in Ukraine is to serve the public most truthfully, having no ties to politics.

Therefore, in the first chapter, we will do an overview of the Ukrainian media space, with an emphasis on the ownership of the media and the ties to the political background. We will look at the chosen media outlets and their background, to provide context for our further framing research. In the second chapter, we will discuss the peculiarities of framing research as well as note several pieces of research already done on framing within COVID-19 media coverage, and explain how we chose to base our methodology on one of the existing researches. With that, it is important to provide the context of how COVID-19 was first announced and started spreading across Ukraine as well as noting what is the role of media during the health crisis. For the third chapter, we will present our own framing research done on 3 different media, chosen on their ownership connections, and after we will compare our findings to our initial assumptions

With this study, we hope to make more clear ties between Ukrainian media content and their ownership and reveal how the media chose to inform and guide the public through a new unprecedented in the new world situation as it is the COVID-19 pandemic.

# **CHAPTER 1. UKRAINIAN MEDIA SYSTEM AND POLITICAL BACKGROUND: THEIR RELATIONSHIP**

The media system can be characterised as one of the crucial elements that are part of the whole social system. Its importance and influence that it has on modern society have been studied by a lot of researchers. A media system can be characterised as a combination of various parts that are directly or indirectly connected between themselves and are different economic, political, demographic or cultural units. (Reifová, 2004) Thus, when describing the Ukrainian media system, we shall take note of all the various parts that are outside of just mass media production, concentrating on how susceptible is media system to the political landscape.

There are different approaches to defining the concept of "media system" but we can clearly state that this phenomenon is an integral element of informational flow and communication in society, where media take an active part, forming public consciousness.

The following description of the Ukrainian media system is done at the point of beginning of 2020, the recent events are not taken into consideration while forming a media profile of the country.

Different media systems depend on the respective social and political systems where they are present, but also to examine media systems, their relations to other institutions must be evaluated, those as social, cultural, political and economic. (Hallin, D.C. and Mancini, P, 2011) Therefore while describing the Ukrainian media system, we shall build up a media profile that is based on multiple sources and covers different spheres. Basic information about the general media landscape was taken from several profile reports from RSF (RSF, 2023) as well as Freedom House reports (House, 2023); current legislative acts as well as independent reports on the quality of media practices in Ukraine.

## **1.1. General characteristics of the Ukrainian media system**

In this subchapter, we will describe the establishment of the Ukrainian media system through the prism of historical development, the establishment of professional journalism as well as highlighting the biggest and most influential media companies.

The Ukrainian media system as a complete source of information, as well as an independent information subject, was formed only after the independence of Ukraine in

1991. The modern history of Ukrainian mass media begins with the stage of the formation of free journalism. Mass media became an important channel of communication between the government, its new ideas and society, which faced changes in all aspects of life (Yeremenko V., Dedova A., Zubar D. , 2020)

With the establishment of the independence of Ukraine, the main principles of the functioning of mass media became a freedom of speech, reliability of information and objectivity of news reporting. Some reports about political influence in Ukraine's media landscape suggest that this political involvement is an ongoing trend. (FreedomHouse, 2022)

Despite the number of cases of non-compliance with journalistic standards (UA Mass Information Institute, 2021), mass media in the country have a significant role in the political arena, because, above all, political forces use them in their interests during election campaigns and important events to support the electorate. When cooperating with political forces, only one percent of the media is guided by the current legislation and does not allow advertising videos, or appeals to manipulate the consciousness of citizens. (Mayola J., 2008)

Politically independent media also operate in the Ukrainian media system, which hunts for information about the corrupt activities of the authorities. Such mass media engage in investigative journalism, thus sometimes the representatives of the mass media can face various consequences because of their investigations. (Yaroshchuk, 2020) The most famous cases are the murder of Georgy Gongazde and Pavel Sheremt, journalists of the online publication "Ukrainian Truth".

The task of the media recipient is not only to receive information but also to filter it, to distinguish between true and false in the media. To do this, reputable sociological and journalistic campaigns annually monitor the country's most popular media to detect the degree of fakeness in them, which gives an idea of the general situation of the Ukrainian media system. (UA Mass Information Institute, 2023) Thus, based on the results of a two-stage half-yearly monitoring, the Institute of Mass Information updated the list of the highest quality Ukrainian online media, which is called the White List. That list includes mostly private independent media and none of the government-owned media, which pushes us to assume that ownership of media in Ukraine's media system that has ties to the political background has direct results in how trustworthy and truthful the media outlet is.

So overall, the modern Ukrainian media system can be characterised by a still developing media landscape and media actors, all of it heavily influenced by constant changes in the political scene. As well as vivid differences in the behaviour of the media,

because in the same Ukrainian media system, there are both honest and fair media and those that provide their recipients with purely fake information. And the most crucial part is the political involvement, which manifests itself in the form of media ownership and is reflected in media content.

## 1.2. Ownership of Ukrainian media

As we have already managed to describe in the previous section of our overview, modern Ukrainian media have a tendency to politicise, which is primarily manifested in the form of ownership. In this subchapter, we will take a look at the types of media ownership and how it is reflected in Ukrainian media space. We will list the most influential and popular media holdings and their owners while linking their activities to the political landscape.

According to the Law of Ukraine "On the Reform of State and Communal Mass Media", which was adopted in 2016, the number of state media should have decreased significantly, after all, all regional periodicals were subordinated to district administrations or other local self-government bodies, which affected the thematic vector of information and adherence to the principles of journalism. (UA Law, 2016) The reformation process was long and complicated, as a result of which press journalism was reformed on the territory of Ukraine. First of all, the percentage of publications decreased, and the names of newspapers and the language pattern changed, because in Ukraine at that time an active process of Ukrainization had begun. (Ryabinska, 2011) For many regional media, the said bill became a real test on the way to objective journalism, because the lack of stable state funding and the need to invent new ways to improve newspaper sales or participation in grants led to the fact that some newspapers resumed their usual functioning only a few years after the Reformation.

On the other hand, the scope of this law does not include mass media that cover official news and publish normative documents for the perusal of recipients. That is, the effect of this Law does not extend to the newspapers "Voice of Ukraine" and "Government Courier", which, following legislative acts, carry out the official publication of laws of Ukraine and other normative legal acts. (UA Law, 1996) Thus, the recipient can safely trust the specified mass media in the aspect of receiving official legislative information.

A separate form of mass media ownership is public broadcasting - one of the types of public services that specializes in providing its community with radio, television and other electronic media services. (UA Mass Information Institute, 2020) Among other forms of ownership, public broadcasting stands out in the universality of the direction of the programs in terms of subject matter and age category; diversity of content and balanced genre diversity of media content; culturally enriching content; independence of broadcasters from political and market pressure, which significantly distinguishes this form of ownership from private ones.

The typological features of public broadcasting are represented not only in the thematic aspect and universalization of content but also in the method of financing, which is a serious lever of influence on the content vector of information (if we take into account the trends in the functioning of domestic mass media). Article 14 of the Law of Ukraine "On Public Television and Radio Broadcasting" ensures that a public broadcaster can be financed from the sales of their own TV and radio productions, fees for the use of copyright and related rights; state and local budgets; subscription fee paid for the services per the procedure established by the Cabinet of Ministers of Ukraine. Among that other incomes are not prohibited by law (UA Law, 2022)

Thus, state mass media have turned into private mass media, i.e. those owned by certain individuals or legal entities. In small editorial offices, according to the type of regional media, the owner can be the editor-in-chief or the editor. In large-scale media, which at the time of their primary creation had a private form of ownership, the personality of the owner can be traced, which can be seen in the example of informational materials. (Ryabinska, 2011) So, for example, the richest and most influential people in the country, such as Rinat Akhmetov, Igor Kolomoiskyi, Viktor Pinchuk, Dmytro Firtash, Serhiy Lyovochki, Serhiy Kurchenko, Petro Poroshenko own some of the most influential media outlets.

The ones that we will be discussing in the framing research part of this study are Ihor Kolomoiskyi (Ukrainian oligarch, political and public figure): "1+1", news site "TSN.UA", and information agency "UNIAN". He is known for his more pro-governmental position in the media. And the former president of Ukraine, politician, and public figure Petro Poroshenko owner of "Channel 5", at the time of the research placed himself firmly in the opposition political stance. So most popular and wide-reaching media are in the hands of politically influential people, thus building a strong correlation that media content and

afterwards Covid-19 coverage would be influenced by politics in some way, supporting our initial hypothesis.

One of the types of private ownership can be considered media holdings, which are part of the tendency to monopolize the Ukrainian information space. As for the monopoly on the territory of Ukraine, its prohibition is determined at the legislative level. Thus, Article 10 of the Law of Ukraine "On Printed Mass Media (Press) in Ukraine" states that: "the monopolization of national and regional public and political printed mass media in Ukraine is not allowed" (UA Law, 2022) But despite this, some questions arise regarding this regulatory action. In addition, the legislative documents are silent about the fact that media holdings cannot be owned by politicians or political forces, which is very common in the Ukrainian media system. That is, the owners of well-known Ukrainian media holdings are influential people, which discredits the publication or other mass media in the context of the truthfulness and objectivity of the information provided.

The biggest Ukrainian media holdings are all in the hands of influential people that either were or currently are somehow involved in the political arena.

One of those is a media holding StarLightMedia, owner – Victor Pinchuk, who is an active political actor. The holding includes six TV channels and six biggest radio stations.

Another biggest media holding is owned by once again Ihor Kolomoiskyi. Called "1+1 Media", it controls TV channels 4 of the biggest TV channels as well as the information agency "UNIAN", Internet projects "Glavred" and "Telekritika". All of these are reaching the widest audience in Ukraine. Once again, he is the owner of one of the media sources that we are later using for our framing research.

Considering the owners and their ability to influence the contents of media material, we can conclude that in Ukrainian media space, there is influenced massively by the biggest media holdings, purely in the hands of political actors. Unfortunately, this trend can be tracked from the beginning of independent Ukraine and we can only observe how the majority of media ownership still lays in the hands of oligarchs. (Ryabinska, 2011)

There are also independent, so-called public media, which are part of citizen journalism, in which all willing citizens participate, who, according to the Constitution of Ukraine, have the right to collect, preserve and disseminate information. (UA Law, 2022) Media of these types may not have a form of ownership, which is explained by the fact that people distribute information in the online environment, namely in social networks, which



makes their information more influential, because society prefers the opinion of its compatriots, considering it to be true, rather than the media. (Shevchenko, 2018)

One such media that we will be later dissecting in our research is Cenzor.net "CENSOR.NET" is a Ukrainian news, socio-political internet portal with a popular forum, founded by journalist Yury Butusov in 2004. The portal occupies one of the leading places among online media in Ukraine. In March 2015, "CENSOR.NET" was recognized as the best Internet media of the year according to the national program "Person of the Year". Apart from that, this news source entered a list of Ukraine's top 10 media sites with the most unbiased and quality information, showing little to no political involvement in the published information. (UA Mass Information Institute, 2021)

Therefore we described how the biggest media outlets in Ukraine ( not counting the private sector of media) have direct ties to the political side through their ownership. So for our further research, we are taking media source TSN.net as a pro-governmental news source, 5.UA as a news source that takes an opposition position and CENSOR.NET as privately owned public media, which provides the most unbiased information. Based on the ownership, we assume that COVID-19 coverage will vary in its political stances and accusation frames, as well as their appearance in the hope frames.

### 1.3. The political background of the Ukrainian mass media: the degree of involvement

As all well-known and influential national newspapers and TV channels belong to politically powerful oligarchs who have an undoubted influence on the fate of the country. In this way, they can manipulate people not only with the help of political decisions, ultimatums, and pressures but also with means of information. In this subchapter, we will describe how the media end-product is shaped based on political involvement.

In the Ukrainian political situation, corruption plays a big part. Even though on paper it is being actively fought against, the realities of the work of political officials say the opposite. (Ryabinska, 2011) This could not fail to attract the attention of the media, which actively lobby for the issue of corruption in their information space. But as numerous studies by independent media experts show, such stories carry only a small percentage of true information, because the majority of mass media has a private form of ownership, so anti-

corruption journalistic materials are commissioned. (Busol O., 2016) The so-called "black" PR during the presidential or parliamentary elections can also be included in the ordered materials. (Savinova H., 2014)

Another problem that indicates a political background is the lack of a significant number of journalistic investigations on political topics because journalists cannot expose their owners. Therefore, investigations are mainly carried out by citizen journalists (for example, "I-bot" from "Slidstvo.info"), because they are not funded by political figures or organizations, and therefore do not hesitate to express their opinion without fear. (UA Media Ownership Monitor, 2016) But despite the existence of freedom of speech, such journalists need to be careful, because, as practice shows (the murder of Pavel Sheremet), media representatives can suffer as a result of their work. (Safarov Ali, 2021)

The means used by the media to glorify or protect their owner are "jeans" and hidden advertising. The actual origins of the term are unclear, there is an assumption that it went from a mobile operators' campaign about a product with a similar name that actively used hidden advertising. (Savinova H., 2014) "Jeans" is journalistic material or press service material aimed at improving or creating a positive image of political parties, individual politicians or people, trademarks or individual products, government structures, as well as charitable foundations and religious organizations, and is not marked as advertising in a way that is understandable for the vast majority of people. The most popular types of "jeans" are political and commercial. Both varieties are unethical concerning the recipient, who seeks to receive quality information and not another paid media product. (UA Mass Information Institute, 2022)

Jeans as a media phenomenon can be characterised by one-sidedness – showing only a positive or only a negative aspect of the news or personality. What also is quite characteristic is a cycle of one-sided and engaged materials in the same mass media. They can be viewed or read with a certain frequency, which indicates their political or commercial affiliation. This feature is especially evident during the election campaign, also pointing out the direct links to sales points or companies or political parties. The source of information for "jeans" is the press services of political parties, so often we can notice an active promotion of a political idea (Zubchenko, 2017).

Another indicator of the involvement of the Ukrainian media and a type of "jeans" is hidden advertising. According to Ukrainian legislation, "hidden advertising is information about a person or a product in a program, broadcast, publication if such information serves

advertising purposes and can mislead people about the real purpose of such programs, broadcasts, publications" (UA Law, 2022). A sign of hidden advertising is that it is not reported to the recipient. It is disguised as ordinary informational pretexts, highlighting in them (graphically or intonation) the name of a person, firm or party. In this way, politicians are often thanked for, for example, repairing the sports hall at school or helping someone, adding at the end a few sentences like "With the support", or "With the assistance". In this way, it becomes like "jeans", because it is also designed to illuminate the person who finances in a positive aspect.

Customization of plots, jeans and hidden advertising has been repeatedly noticed on private TV channels and online information portals. So, according to the monitoring of news materials by "Detector Media", the following media sources were spotted in "jeans":

- 1) ТРК «Україна» ( TV channel Ukraine)
- 2) «Інтер» ( Inter)
- 3) «ICTV».
- 4) «1+1».
- 5) «5 канал». ( Channel 5)
- 6) «UA: Перший». ( UA: First)
- 7) «112» (Detector Media, 2019)

All of them are privately owned by oligarchs or politicians, thus confirming the degree of political involvement and the goal of favouritism in the messages broadcasted by those media channels. We can see that the politically involved media that we will use in our research, all come from the same media holdings that own the new sources that heavily use “jeans”.

Below we will describe some of those media channels and how they execute their hidden message of favouring the owner’s views. We will also present some examples of those owners of the media that we will later use in our framing research.

As an example of such ties and therefore influences of media content, the TV channel "Ukraine", owned by Renat Akhmetov, takes the leading position in terms of praising its host. He is actively engaged in charity work, which the journalists of the TV channel do not tire of repeating in every news release, creating the image of an ideal person who takes care of sick children, the elderly and individuals who are in a difficult life situation. For example, the material entitled "20 years of kindness: the Rinat Akhmetov project - the children celebrated their anniversary" has a running time of almost 10 minutes. At the same time, the

TV presenter calls this project "an amazing tradition of good". The plot involves happy families who were helped by a Ukrainian oligarch, they all smile and thank the influential person who points out the production of shots because everything looks too perfect. (Risun, 2008) In this way, journalists place too much emphasis on the kindness of Renat Akhmetov, which further indicates their involvement and a large percentage of "jeans" in the broadcast network. Such a tendency towards the aggrandizement of the owner has been observed on the TV channel TRC "Ukraine" for more than a year, which affects the public consciousness, especially those who are not familiar with the forms of ownership of Ukrainian media and do not know how to filter information. With the help of such plots, the owner masks his real, criminal activity, which consists in controlling fuel and electricity tariffs and manipulating the communal needs of every citizen.

Unlike "TRK Ukraine", "1+1" adheres to a less radical position in terms of engagement, but it can still be traced in some of the TV channel's stories. So, for example, Ihor Kolomiyskyi often came into the field of view of Ukrainian television broadcasters, both in negative and positive aspects. It is worth noting that the negative aspect (for example, regarding the situation with "PrivatBank") was covered not brightly enough, surprisingly objectively, but quite actively. (Economist., 2015) Interesting in terms of the subject of commissioned stories is the material about the support of the new head of the Dnipropetrovsk Regional State Administration, where the journalists quote Petro Poroshenko, saying that Ihor Kolomoiskyi did a great job with this position, and his team showed itself in a professional light. (Bershidsky, 2015) It is worth noting that such a citation betrays the journalists as belonging to Kolomoiskyi's TV channel because there were no stories on a similar topic about any other area.

The situation of Ihor Kolomoiskyi's relationship with the current president of Ukraine, Volodymyr Zelenskyi, deserves considerable attention from media researchers and all those interested in political life. During his election campaign and taking office, the media circle and citizens actively discussed the situation of an agreement between the politician and the Ukrainian comedian in terms of mutual support. At that time, all Ukrainian TV channels that did not support the new president began actively lobbying for this topic, and Russian aggressors showed video footage of Kolomyyskyi and Zelenskyi agreeing on cooperation. It is worth noting that "1+1" itself did not highlight this issue in a negative aspect, maintaining a sort of neutrality. But it is quite difficult to find out for sure whether this is true or not because the average citizen will never understand political vicissitudes.

Another TV channel that lobbied for the interests of politician Petro Poroshenko was Channel 5, which, by the way, he sold in November 2021 together with the Pryamiy TV channel. During his ownership of the TV channel, an interesting article was published by a news anchor about the fact that the owner is not reflected in the information content: "Poroshenko has been the owner of Channel 5 since its launch in 2003. At that time, it was the first channel on Ukrainian television with hourly news programs. "He played a huge role in the events of 2004, in the Orange Revolution, and during this Maidan as well," notes Natalya Ligachova, editor-in-chief of the Telekritika media portal. - It was one of the few mass media that provided alternative information" (Yakovlev, 2009)

Even though Poroshenko's channels were sold, they still broadcast his and his wife Marina's New Year's greeting, which was broadcast earlier than the greeting of President Volodymyr Zelenskyi, which nevertheless testifies to the involvement of the television media, its involvement in political structures and subjugation to the former master (if his sale did not become another financial fraud). This was reported by the information portal "Gordon.ua" (Gordon, 2017)

Therefore, it can be concluded that privately owned mass media, which are under the jurisdiction of Ukrainian politicians and oligarchs are all involved in some kind of political play, which can be traced through the media contents. The solution to this problem can only be the adoption of a new draft law banning media ownership by politicians. Despite this, there is no clear guarantee that they will not find another way to influence the opinion of Ukrainian citizens. The negative aspect of this issue also lies in the fact that national TV channels are involved, which are in demand among viewers, therefore they have an even greater influence on the formation of the worldview position of the recipients.

With all those examples it is clear that in Ukrainian media landscape is heavily influenced by the political side and it is all based on the ownership of the media. Having established this we will then can look at how different media broadcasted the pandemic situation and if we can find links to the politics in those articles that are supposed to guide the public through a major world health crisis.

## Conclusions to Chapter 1

Having analysed the Ukrainian media system, we can conclude that its features vary depending on the political situation in the country, which can be explained by several reasons: firstly, any media in any country depends on the situation in the country. After all,

they directly cover its features, and inform the recipient about all positive and negative aspects of state development; secondly, Ukrainian media are prone to political involvement, because a big part of national broadcasting channels is owned by oligarchs, political figures who can influence the thematic component of the source of communication. On top of that, the Ukrainian media market is still a developing structure, which is susceptible to the everchanging political background, it is shaping the journalism professional standards and is also reflected in ownership of Ukrainian media. While there are several legislative acts that are there to limit and regulate the media space, we are yet to see a huge impact on most of the media sources which are heavily involved with the political scene.

## **CHAPTER 2. FRAMING IN THE MEDIA AND CONNECTION WITH THE PANDEMIC**

### **2.1. Framing studies during the COVID-19 pandemic**

The concept of framing appeared in sociology in the 70s of the 20th century and as a phenomenon firmly rooted in the mass media system. But it was the anthropologist G. Bateson who introduced the term "frame" into the field of media broadcasting. (Bateson, G., 2000) Moreover, the American researcher M. Minsky attempted to differentiate the concept of frame, defining it as follows: "a data structure for representing a stereotypical situation". (Minsky, 1974) In addition, the frame can be imagined as a hierarchical system, where the first level is a well-known, general concept of something; the second level of the system specified by the scientist is units that acquire different semantic contents according to the speech situations (Minsky, 1974)

One of the first definitions comes from another American researcher R. Entman, who defined framing through a concept of selective reality which is then used to promote specific interpretation and moral evaluation of the item. He made an overview of some clear attributes of the frames, such as defining problems, diagnosing causes, making moral

judgements, and suggesting remedies. Entman was also referring to an idea of framing as so-called “scattered conceptualisation”. (Entman, 1993)

Following on the construction of the real idea, K.Hallanah defines seven distinct types of framing in public relations, such as situations, attributes, choices, actions, issues, responsibility, and news. So as frames are used in news publishing they will not only give us the facts about the story or the item but also push a certain way of perception, the way of thinking around the story/item. (Hallahan, 1999)

As frames might not only influence and somewhat control a specific occurrence but regulate the participation of subjects within, Goffman put an interesting perspective on the interpretation of a frame as a definition of a situation. (Goffman, 1974)

Some other researchers defined a frame as a unit of knowledge organized around a concept, containing information about what is essential, typical and possible for this concept within a certain culture (T.A. Van Dijk, R. Bogrand, V. Dressler) The power of the framing is being included in the given flow of information, so a person can independently figure out the given topic, putting their moral assessment on it, not realising that those conclusions are being influenced by the way the information is presented, meaning frame. (Scheufele, 1999)

Unlike propaganda, framing is not so obvious. Faced with it every day, we do not think about it. (Lytvynovych, 2015) Therefore framing theory examines the process of processing information at the media level and the individual level and its perception by recipients, and studies how framing affects people's choices. It can be especially vividly traced in the example of an event that is of great importance for the life of a wide group of the population, according to which it is lobbied for a long time in the mass media and investigated in detail by journalists. (Skrypnikova, 2004) Since the end of 2019, a disease called COVID-19 has become such a topic, which later reached the scale of a worldwide pandemic and to this day remains one of the most important problems in Ukraine and the world.

The significant attention of the media to the pandemic is also connected with the fact that it takes the lives of many people, so they are called not only to inform about the state of the disease but also to warn about the danger. As an institution entrusted with informational responsibility, mass media has a significant impact on the formation of public consciousness. Recognition of this fact gives rise to many mechanisms for its influence, which have signs of manipulateness.

One such mechanism of interaction is framing, i.e., framing materials using linguistic constructions with a certain purpose, which creates the main thing - an impact on the consciousness of the information consumer, regardless of whether it is positive or negative.

Therefore it is important to identify and reveal the framing that was used during the beginning of the COVID-19 pandemic, as then the population was most susceptible to whatever information they were presented with.

Several studies were conducted about framing during the pandemic, all of them concluding that indeed the majority of news sources presented the information in several concrete frames which shaped the public's perception of the ongoing pandemic. We will now describe those studies and choose one of them as a methodological basis for our own framing research on Ukrainian media.

One of those works was the research conducted by Jude Nwakpoke Ogbodo's team, titled *Communicating the Health Crisis: A Content Analysis of Global Media Frameworks on COVID-19.*, the authors of the study singled out the following framework of information materials regarding the coronavirus infection in the world. We will now explain which frames were used in this research and their meaning, which were based developed by J.N.Ogbodo's team as well as taken from other works.

1) Economic consequences. In the context of this frame, the consequences of the pandemic, which it inflicted on certain groups of the population and the country as a whole, are considered. In Ukraine, for example, during the time of COVID-19, private entrepreneurs, whose business was closed during the curfew, were significantly affected, so people suffered significant losses. This is constantly being discussed in periods when quarantine conditions become stricter.

2) Human interest. The problem of the pandemic becomes emotional when the journalistic material deals with human destinies in the context of the pandemic or the feelings of people who have been affected by it in one way or another.

3) Conflict. Semetko and Valkenburg explain that this frame "emphasizes the conflict between individuals, groups, or institutions as a means of capturing the audience's interest." (Semetko, 2000)

4) Morality/Religion. This frame defines the framework of informational material in the context of human morality and religious preferences.

5) Attribution of responsibility. A frame that singles out a person/organisational unit, that is influencing the outcome of an event or conflict. In our



opinion, this could be the most widespread frame in Ukrainian and foreign media, because journalists constantly emphasize to people the responsibility of members of society to each other in the context of the implementation of the health-preserving function.

6) The politicization frame can be seen in every information message and consists of the discussion by mass media of the supply of individual protective equipment, vaccines, special payments and the participation of the authorities in all these processes.

7) Ethnicization. This framework puts forward ethnic terms and conflicts when interpreting stories.

8) Fear/Intimidation. The mass media publish stories to scare citizens with the consequences of not following epidemiological guidelines. Often these stories are embellished, acquiring signs of manipulation.

9) Hope. In this frame, the emphasis shifts to stories that give people hope and comfort even during a crisis by showcasing events that can be perceived as positive.

This study enabled the researchers to create a list of the features of the coverage of the COVID-19 pandemic in the popular media, which controls the opinion of millions of residents. Yes, they were able to find out that the most popular frame is fear/intimidation of people about the consequences and course of the disease. Other findings suggested that framing lacks coherence and sufficiency, which could be connected to the overuse of sensationalism and breaking news motives. (Ogbodo JN, Onwe EC, Chukwu J, Nwasum CJ, Nwakpu ES, Nwankwo SU, Nwamini S, Elem S, Iroabuchi Ogbaeja N., 2020)

Another work on framing that we looked at was “The corona chronicles: A framing analysis of online news headlines of the COVID-19 pandemic in Italy, USA and South Africa” which identified how often fearmongering and consequential frames were used, with little attention to the frames of reassurance. The media in the chosen countries went as far as disclosing the names of sick patients, thus making their identities known to the public, just deeper reinforcing intimidation within the population. (Ebrahim, 2022)

This stigmatisation pattern was additionally proven in another work (Ong'ong'a, 2020), which identified how commonly used were the frames of discrimination towards already COVID-19-positive patients. Media created hostile narratives towards the parts of society which needed protection and compassion the most. Another work stepped out of medical

fear-mongering and concentrated more on how the pandemic coverage played into political communication.

A study done in South Korea, by Jo W and Chang D (Jo, 2020 ), discovered how expanded framing provoked a positive shift in the public's opinion towards the government and afterwards had a direct link to some changes in the legislative elections. So a conclusion was made that people's attitude towards the government changed as a result of careful political frames while presenting the COVID-19 pandemic situation and disclosing which actions were made by the government towards general public safety.

Another similar work works with Twitter, which can not be implied on the UA media landscape as Twitter is not the most prominent news source/social media. (Tahamtan I, Potnis D, Mohammadi E, Miller LE, Singh V.. J , 2021)

Therefore, for our research on pandemic media coverage in Ukraine, we chose the work of Ogbodo as a primary methodological source for our framing research. Ogbodo's frames are most conclusive and diverse, enabling us to sort the information more closely and discover more variables that then can be linked to the political side of the research.

In turn, we aim to conduct similar research on the example of Ukrainian media to understand how widespread the process of framing is among domestic media, which will allow us to determine the degree of influence on public consciousness in such a difficult time for every Ukrainian. The framing method, quantitative and comparative analysis will help us make objective conclusions about the framing of news materials at TSN.UA, 5.UA, CENSOR.NET

As discussed in the previous chapter, ownership of the media in Ukraine plays a huge role in the media's attitude towards different topics will be. Articles from a selection of three online media outlets with various ties to the government from the first months of the COVID-19 pandemic: pro-government media, opposition media, and neutral media.

TSN.UA – as government-oriented media

5.UA – as opposition media

CENSOR.NET - as neutral media

Thus, after describing the theory of framing in the popular scientific discourse, we can conclude that it is a popular topic, as indicated by the number of definitions of the term "frame". The relevance of this issue also lies in the fact that framing is actively used in practice in mass media. The linguistic and emotional contents of journalistic materials actively influence the public consciousness, so often the recipients may even misperceive

the surrounding reality. Therefore, by choosing the most suitable framing research for the Ukrainian media landscape, we hope to either prove or dismiss our initial assumptions towards the connection between media content and their ownership.

## 2.2. The spread of the Covid-19 pandemic on the territory of Ukraine

Coronavirus infection - a disease unknown to anyone until 2019 originates in China, namely from Wuhan. It was there in December 2019 that the first case of an unknown disease was registered, which had a strain different from the usual acute respiratory disease. At that time, the world and domestic mass media quickly picked up the news that a new disease began to progress on the territory of China, which affected more and more people every day, and a real panic and total quarantine began in the countries. (Mohan BS\* & Nambiar, 2020)

We will shortly describe the beginning of the pandemic in Ukraine to give context to all the media coverage that later followed. For almost two months, Ukrainian society observed the spread of the pandemic on the territory of China, until cases of this disease began to appear in our country as well. The first case was recorded on March 3<sup>rd</sup> 2020, in the Chernivtsi region. After that, the disease quickly spread among other citizens of Ukraine, which even today does not allow to get rid of quarantine restrictions. (KyivPost, 2020) Therefore, on the 27th, the Ukrainian charter airline SkyUp announced that it had stopped flights to Sanya (Hainan, China) until March. Already a month later, on February 24, a decision was introduced to measure the temperature in all vehicles, and the position of the chief sanitary and epidemiological doctor was restored and a new political figure was appointed to that post. (UA, Ministry of Healthcare, 2020) Even though in the future the death cases among citizens were minimal, most tests showed a negative result, the disease was only gaining spread. It is worth noting that the reaction of the population to possible warnings from the Ministry of Health of Ukraine was ambiguous. A large percentage of people did not believe what was happening in Ukraine. Some began to panic, while others simply followed the instructions given. (Pradva.com.ua, 2020)

Not the last role in this process was played by the mass media, which did not miss a single case of infection with COVID-19 at the beginning of the pandemic, broadcasting all the news live, and quickly spreading it on the platforms of informational Internet resources.

With the onset of spring, the epidemiological situation in the country in 2020 began to deteriorate. Thus, on March 24, a state of emergency was introduced in the Lviv, Donetsk,

Ternopil and Cherkasy regions. It was before this period that Ukraine had already started actively exporting personal protective equipment. (RBC, 2020) There was a shortage of them in pharmacies in Ukraine, and people were forced to order them on the Internet and sew them themselves because they were not allowed in public places without a protective mask.

At the end of May 2020, the number of patients decreased, so the authorities relaxed quarantine restrictions for the summer. Despite this, at this time people are most actively informed about the course of the disease, and mass media, and state and public organizations constantly distribute infographics with measures to prevent the disease. Because of the responsible public position, in 2020 even the admissions committee started two weeks later, as well as the schooling system in September, which did not last long because distance learning was introduced again. (Covid.unian.ua, 2020)

The statistics are constantly changing, and the number of patients either decreases or increases. Each statistical update is accompanied by a media briefing. Infographics and information about new cases, strains, and features of the course of the disease are constantly updated. It is worth noting that the chronology described by us is incomplete because the pandemic is not over and people continue to get sick, testing new strains on their immunity: delta, alpha, and omicron. At the same time, the media plays the role of an informant, performing both a manipulative and a health-preserving function (depending on the intentions of the media).

### 2.3. Communicating about a health crisis: the role of the media

In periods of crises, disasters, and various troubles, the problems created by them occupy the first places among journalistic interests. The situation related to the development of the acute respiratory disease COVID-19 pandemic caused by the SARS-CoV-2 coronavirus is no exception. And it is the mass media that is responsible for fully, objectively and comprehensively informing the population about the course of the pandemic, for forming the informational interests of consumers, developing the attitude of readers towards medicine as a whole and promoting its quality improvement, etc. ( Romanyuk, O. & Kovalenko, 2019)

Also, in situations of disease spread, the mass media take on the role of a leader in preventive and educational work, the role of a connecting link between doctors and officials or benefactors, etc. At the same time, they can also harm by the publication of unverified

data, inaccurate, one-sided, incomplete and incompetent information directly affecting the provision of information interests of recipients, based on which the behaviour of both an individual and the mass is built. (Li K, Xiao W. , 2022)

Objective coverage can be undermined by the pursuit of the commercial interests of a certain party, as well as the concealment of important facts and the coverage of secondary ones - again in the interests of a certain party. In general, medical journalism is a separate type of mass media activity related to informing in the medical field. (Schweitzer G.. J, 2014)

The spread of COVID-19 created the need to publish medical data not only in specialized publications and publish materials prepared not only by authors who specialize in the topic of medicine. Therefore, the majority of mass media began to broadcast narrow-field information, which is precisely how the topic of medicine was perceived while allowing themselves to emphasize sensationalism, not quality.

Information about COVID-19 includes materials about the number of new patients; methods of prevention of coronavirus disease; ways of spreading the virus; spread of the disease abroad; scientific facts obtained as a result of research; legal and legislative points; information about the quarantine, mask regime, work of establishments, institutions, public transport, etc.; supply of relevant laboratories with tests; availability of necessary medical equipment in medical institutions; mass actions of the population, in which the impact of the pandemic was traced - buying masks, salt and other goods, different treatment of the sick, the issue of crossing borders, etc. (BusinnesInsider, 2020)

But sometimes the media is careless about the information they publish, broadcasting scientifically unproven advice for the treatment of the coronavirus disease, advice from people who are not experts in the medical field. (Dentzer, S, 2009)

The reason for this phenomenon may be an insufficient scientific base and lack of research into the structure of the virus, its morphology, structure, impact on the human body, etc. The distribution of such materials, with minimalist scientific content, only creates problems. (Tishchenko & Yudin, 2011) Other issues with publishing medical articles could be sensationalism, commercialization, the origin of materials from only one source, a one-sided description of the action of new drugs without discussing possible problems associated with their use, as well as careless interpretation of statistical and medical data.

There are obstacles to writing health news based on completeness and objectivity such as competition for first-hand news, special terms and expressions used by experts, identification and use of reliable sources, the reluctance of authorities and experts to give

interviews and report news, lack of honesty in health authorities, especially in emergencies, untimely accountability, presentation of information by official bodies in general terms and use of opaque speech, denial of doctors, lack of reliable statistics and information about health, political, economic, cultural issues and safety concerns during the distribution of health news (McLuhan, M, 2010) All are mostly driven by the pursuit of profit and reaching wider audiences.

In turn, commissioned materials lack objective benefit for readers, instead, they only create informational noise, and sometimes can harm by distorting the real informational picture. Since trust in mass media among certain categories of people is at a high level, and basic media literacy skills are at a much lower level, such information can directly affect the recipient's attitude to a particular person or situation. (Schranz, Mario & Schneider, Jörg & Eisenegger, 2018.)

Therefore, the analysis of mass media in this context gives reasons to claim that information about COVID-19 included materials of different topics, directions and emotional content. The majority of media articles about COVID-19 often included materials, the content of which was formed by covering the activities of local government officials, representatives of parties, businesses, public organizations, etc. It is crucial to highlight, how media was and still is a key element for informing the public about the ongoing crisis and subsequently influencing the public's perception of the pandemic as well as notifying them about events and measures that would be taken, which will directly influence the well-being of people. A truly unique situation, where the misuse and wrong interpretation of events can be a direct danger to numerous lives.

## Conclusions to Chapter 2

Having analyzed the peculiarities of framing in the media from a theoretical aspect and their connection with the pandemic, we can conclude that the theory of framing is a fairly popular phenomenon not only in science discourse but also in the practical aspect of a journalist's work, which was proven in several types of research by many authors. Taking into account the peculiarities of the course of the COVID-19 pandemic in Ukraine, the active coverage of viral topics by the mass media makes it completely justified to investigate the Ukrainian media system for the presence of frames, to understand the extent to which mass media have a manipulative influence on the consciousness of citizens and shape their

worldview position in such a difficult time for every person. And as we are using the already established framework that was tested on other markets, we are sure it will suit our needs to research the frames on the Ukrainian media landscape and figure out the ways of involvement from the political side in the time of medical crisis.

### **Chapter 3. THE COVID-19 PANDEMIC THROUGH THE PRISM OF THE UKRAINIAN MEDIA (USING THE EXAMPLES OF TSN.UA, 5.UA, CENSOR.NET.UA)**

#### **3.1. Framing of the pandemic in news articles at TSN.UA, 5.UA, CENSOR.NET.UA**

News information resources are an important source for obtaining the latest information. Internet portals are the most popular sources in the century of development of an active man-made process. People prefer online resources because they often do not have the opportunity to tune in to news releases and buy newspapers, it is easier for them to go online and read the latest news. But in any case, the way the information is presented will differ from each other, because they have different forms of ownership and editorial policy. Despite this, such factors may not affect the objectivity and reliability of the information, but only control the linguistic component, words that characterize the emotional segment, and therefore the impression of what is written, form an opinion from the news. (Downing, J. D., McQuail, D., Schlesinger, P., & Wartella, E. (Eds.), 2004)

For analysis, we selected articles from three online media that have a different relationship to the government, namely state media (national), opposition media, and neutral media, those that are owned by private individuals. The "TSN" website "TSN.UA" acts as a state (national) mass media. The opposition media "5.UA" is owned by Petro Poroshenko until November 2021. The news environment "CENSOR.NET" will be classified as neutral, as they are owned by a journalist with no active ties to the government. Those sites were chosen as they are one of the biggest media outlets in their respective categories of ownership. Also, priority was given to those media which have easily accessible online archives. While working with the articles covering the state of the pandemic, we took into

account both those that covered the situation within Ukraine as well as among the world overall and outside countries.

Our research period spans from end-February to early March 2020, the beginning of the pandemic. Thus, in the course of the study, we used a consecutive-day sampling format, the number of titles was chosen during the analysis after the results became more or less conclusive, which marked about a month into the start of the pandemic. The total number of the material selected by us was 241 articles. Research has demonstrated that small samples (e.g., 5%-10%) arrived at by sampling successive days of coverage are sufficient enough to understand news contents over some time. (Riffe D, Aust CF, Lacy SR., 1993)

Several studies were conducted about the framing of the media during the pandemic. As explained in the previous chapter, framing analysis *Communicating health crisis: a content analysis of global media framing of COVID-19* by Ogbodo (Ogbodo JN, Onwe EC, Chukwu J, Nwasum CJ, Nwakpu ES, Nwankwo SU, Nwamini S, Elem S, Iroabuchi Ogbaeja N., 2020) and others used framing analysis to define how the media approaches differed in the pandemic coverage. Researchers worked with the beginning of the pandemic period, which is late February and the beginning of March. Their framing system was based on 2 other previous framing analyses, which makes the frames a bit more conclusive in our opinion (Semetko H, Valkenburg P., 2000); (JN., Ogbodo, 2018.) The researched pool of media resources is quite wide in this study, eight leading global media outlets were chosen from both North and South America, and the selection process of the countries also depended on the increasing number of Covid-19 deaths. Overall, 6145 items were chosen for the analysis, which makes this framing study one of the most conclusive on the topic of media and pandemics. Therefore we are taking the methodological framework of this study to apply to our research of selected Ukrainian media.

We shall analyse the headlines of the articles and distinguish where they should belong in the framing system. We have chosen those articles, headlines of which contained at least one word concerning the pandemic and COVID-19. The purpose of this study is to analyze the headlines of the texts that provide information about the pandemic according to the above-mentioned frames, which will provide a context for understanding the language of pandemic coverage in mass media texts that puts them in certain frames and their subsequent division based on ownership.



The choice to analyse headlines comes from the theory that readers tend to look at news headlines to decide what to read, and there are times when headlines alone provide enough information that readers sometimes skip the actual article. (Dor, D., 2003) We did not differentiate if the headline was relevant just to Ukrainian or the worldwide situation around the COVID-19 pandemic.

While we are taking all the frames from the Ogbodo works, some of them will get less representation in Ukrainian media space as examples of ethnicity and religion frames. Due to Ukraine being mainly one ethnicity and having a detached political system from religion, it is not that common for media sources to mention these topics. Thus we can conclude that the methodological approach in Ogdobo’s work is more applicable to the more diverse social scope. Their chosen media landscape was North and South America, which is a known diverse cluster of countries and societies, where ethnicity and religion often do create conflict and sensitive topics, therefore will have more representation in the media. We expect for ethnicization frame to represent more of the outside situation than to reflect ethnic ties within Ukraine.

This framing system is presented in Table 3.1. Examples of frames were determined independently during the processing of the material

Frames	Characteristic	Examples
Economic consequences	These articles report on the problems, or lack thereof, associated with the event from their economic point of view consequences for individuals, organizations or countries.	<p>"The NBU does not yet see any problems for the Ukrainian economy due to the coronavirus" (5.UA)</p> <p>"Experts predict the collapse of the global car market due to the coronavirus" (5.UA)</p> <p>"Coronavirus caused the fall of stocks on the world market as during the financial crisis of 2008" (TSN.UA)</p>

Frames	Characteristic	Examples
Human interest	Journalists cover an emotional view of the representation of events or problems, mostly concentrated on non-economical and non-political problems. Has ties with the medical aspect of the issue.	"In Kropyvnytskyi, 11 child athletes who returned from competitions in Italy are not allowed to go to school: they recommend refraining from attending for 14 days" (CENSOR.NET.UA).
Conflict	Articles emphasize the conflict between individuals or groups as a means of capturing the audience's interest.	"New York intensive care nurse: the fight against the coronavirus looks like a war" (CENSOR.NET.UA).  "They eat live mice": the Italian politician reprimanded the Chinese for the outbreak of the coronavirus" (TSN.UA)
Morality/Religion	Journalists cover events or problems in a religious context dogmas or moral precepts.	"Smirnov ROC called on believers in Italy to "suffer for the sake of God" and not obey the demands to close churches due to the coronavirus" (CENSOR.NET.UA).  "For the first time in a decade, Friday prayers were cancelled in Iran due to the rapid spread of the coronavirus" (TSN.UA).

Frames	Characteristic	Examples
Attribution of responsibility	<p>In the articles, the problem is highlighted in such a way as to attribute responsibility for its cause or solution government, individual or group.</p> <p>(in this represented case example, the attribution of responsibility was concluded from the usage of the phrase “Chinese (corona)virus” as by WHO this is not an advised practice. (WHO, 2015)</p>	"The Chinese coronavirus is spreading around the world: the disease was discovered in Armenia" (5.UA).
Politicization	The frame of politicization is noted as means of mentioning the governmental actions in a good or bad light.	"The authorities of the Chinese Qianjiang promise \$1,400 to those who, after falling ill with the coronavirus, turn to doctors, - mass media" (CENSOR.NET.UA).
Ethnicization	This frame contains ethnic terms that have connections to the story. Mostly as a means of singling out a certain ethnic group.	"A video appeared on the Internet, on which a convoy of evacuees from China is being pelted with stones. VIDEO" (CENSOR.NET.UA).
Fear/Intimidation	Stories that are exaggerated, potentially cause fear or panic among the public.	"The highest risks during the coronavirus are for people over 80, the danger is also for

Frames	Characteristic	Examples
		<p>people with diseases of the respiratory system and diabetes, - NSDO. INFOGRAPHICS" (CENSOR.NET.UA)</p> <p>"Romanians are emptying store shelves after the authorities' call not to panic because of the coronavirus. PHOTO report" (5.UA).</p>
Hope	In this Frame, the emphasis shifts to stories that give people hope and comfort even during the crisis.	"COVID-19: not a single case of the disease has been recorded in Ukraine, more than 30,000 people have already recovered in the world, - Ministry of Health" (5.UA).

Table 3.1. Classification of the frames in mass media texts covering the problems of COVID-19, frames were based on previous research of Ogbodo JN, Onwe EC, Chukwu J, Nwasum CJ, Nwakpu ES, Nwankwo SU, Nwamini S, Elem S, Iroabuchi Ogbaeja N. Communicating health crisis: a content analysis of global media framing of COVID-19.

Based on those frames, we have taken materials from the chosen media outlets from the first few days of the start of the pandemic. The days were chosen from the end of February and the start of March when public awareness just started around COVID-19. We have taken those article headlines which mentioned or suggested any news about COVID-19.

With the overview of the framing system, we shall describe in detail our findings on how the frames were represented in the chosen Ukrainian media.

#### Human interest

It should be noted that the dominant frame used by the mass media to report on the coronavirus within the framework of our study is human interest. It accounts for 32% of all

analyzed articles. There are many examples of this frame. For example, "Russia stops issuing visas to Iranians and suspends flights with South Korea due to the coronavirus." This story reflects the effects of COVID-19 on Iranians and South Koreans, whose situation is worsened by multiple sanctions and the inability to work abroad.

Another example of human interests is the impact of the pandemic due to the spread of fake information, for example: "The Ministry of Foreign Affairs of Italy complained about fake news about the coronavirus and told how it turned out for the country." This story tells how the spread of the virus in Italy has negatively affected its tourism and economy due to the situation caused by COVID-19.

Also, events related to the topic of sports during the epidemic are of great interest: "Valencia will not let Atalanta fans to the Champions League match due to the outbreak of the coronavirus in Italy."

As part of the coverage of the topic of Covid-19, concerning the frame of human interests, we highlighted both positive and negative impacts. On the website "TSN.UA" there were more cases of negative footage that interested people, regularly reporting the number of dead more often than recovery. News portals "5.UA" and "CENSOR.NET.UA" also did not differ in the degree of panic in this regard and provided more information about the dead than about patients who recovered from the virus. It is important to mention that the tendency to highlight only the negative impact of the pandemic has a negative psychological impact on people and can have counterproductive consequences in the fight against COVID-19. (Erika Kalocsányiová, Ryan Essex, Vanessa Fortune, 2022)

#### Fear/intimidation

The second dominant frame is fear/intimidation. This frame in our study was 19% of all observed material. The mass nature of the virus has been emphasized in the media, and people have been gripped by fear. For example, "TSN.UA" reports that "WHO is concerned about the rapid spread of the coronavirus and has warned about the possibility of a pandemic." This further increased people's fear, thus contributing to fearmongering.

"TSN.UA" also reports a high increase in the number of panic attacks. In the article "Panic is caused by ignorance", experts told how to protect yourself from the new coronavirus. After all, people wake up, turn on the news, scroll through social networks and see endless posts about the coronavirus, their heads start to hurt, and their breathing becomes laboured. Symptoms appear when a person is worried, and disappear when he is distracted, the article reports. Some of the advice highlighted in the article is that people should stop

watching, reading or listening to news that may cause them to feel anxious. Instead, they only have to choose what to watch, read or listen to in order to protect themselves from this feeling.

#### Hope

Among the fears caused by the rise of the new coronavirus, there are also cases of hope for the fight against the pandemic in media texts. Hope is an important countermeasure to reassure the public in the face of the public health crisis caused by COVID-19. In this study, the frame of hope ranks third and accounts for 11% of the analyzed texts.

For example, as stated on the "5.UA" website: "COVID-19: not a single case of the disease has been recorded in Ukraine, more than 30,000 people have already recovered in the world, - Ministry of Health." The language used here offers hope and reassurance to people who have been bombarded with infodemic and hopeless messages that portray the virus as the worst thing to happen to the world.

#### Economic consequences

In the process of research, an economic frame was also quite substantial, which was 7.33%. The economic consequences of losses are contained in stories that mostly report negative economic crises. For example, as reported by the website "5.UA": "Experts predict the collapse of the global car market due to the coronavirus"; "Coronavirus has caused stocks to fall in the global market as during the financial crisis of 2008".

On a positive economic note, TSN.UA reports that "The National Bank of Ukraine does not yet see any problems for the Ukrainian economy due to the coronavirus." This article highlights the optimism about the economy during the pandemic.

#### Ethnicization

When reporting on a pandemic, the media may emphasize stories that encourage or exacerbate discrimination. In our study, 8.7% of texts with the specified frame were invented. For example, "A video appeared on the Internet, in which a column of evacuees from China is being pelted with stones." This frame was not as represented as the other ones, which was expected and mentioned at the beginning of our research.

#### Attribution of responsibility

Attribution of responsibility in media texts during the time analyzed by us was also used differently when covering the topic of COVID-19. In our study, this frame was 6.33%.

Since bats were considered to be the cause of the virus, the article on the website "TSN.UA" - "They eat live mice" reports that an Italian politician blamed the Chinese for the outbreak of the coronavirus.

We also feel the attribution of responsibility for the spread of the coronavirus to China, in the article of the website "5.UA" - "The Chinese coronavirus is spreading around the world: the disease was discovered in Armenia"; or "How the Chinese coronavirus from Wuhan is spreading across the planet. Full chronicle day by day." This article reinforces the attribution of responsibility to China by accusing it of doing too little to contain the virus in the first place.

"5.UA" reports that "Romanians are emptying store shelves after the authorities' call not to panic because of the coronavirus. PHOTO report". Scarcity fears led to panic buying. Undoubtedly, these desperate buyers were a sign of the public's lack of confidence in their government. Within Ukrainian coverage, the responsibility wasn't placed on the governmental institutions mostly. There was no panic buying overall.

#### Morality/Religion

Moral and religious principles were also widely used in the coverage of the crisis. This frame made up 6% of the texts analyzed by us. It is important to note that religion is still a big part of the majority of Ukrainian society.

For example, "CENSOR.NET.UA" reports that "the [high priest of Russian Orthodox Church] called on believers in Italy to "suffer for the sake of God" and not obey the demands to close churches due to the coronavirus." The article refers to the use of religion to break social distancing rules to prevent the spread of the virus in Italy, where people have maintained their religion despite the danger of failing to close churches during the pandemic.

In the article on the "TSN.UA" website, it is emphasized that "For the first time in a decade, Friday prayers were cancelled in Iran due to the rapid spread of the coronavirus." This article, on the contrary, emphasizes the need to observe the necessary measures to avoid the spread of the virus.

Indeed, the outbreak of COVID-19 has come between people and their religions. Many patterns of the religious and spiritual life of believers around the world are being rapidly adjusted in accordance with the recommendations to prevent the virus.

#### The politicization of the pandemic

This frame has 5.6% of the analyzed texts of the studied mass media. This frame can be traced in the article of the site "CENSOR.NET.UA", where it is said that "The authorities

of the Chinese Qianjiang promise \$1,400 to those who, after falling ill with the coronavirus, turn to doctors, - mass media."

When covering the news, for example, about the actions of the authorities in the aspect of encouraging vaccination, representatives of various media do not touch on political topics, do not massively comment on the actions of the current president of Ukraine, Volodymyr Zelenskyi, which reduces their visibility in terms of the form of ownership of a certain political direction. This shows that Ukrainian journalism is not completely pro-government and appreciates the rules of informing the population, at least in the aspect of the pandemic. (UA Mass Information Institute, 2022)

#### Conflict frame

This frame accounted for 4% of the total number of texts. This is because the pandemic is already being seen as a crisis around the world, and the military, health workers, paramedics and journalists are working closely together as "frontline" personnel, just as they do during the war and other international crises. Thus, an intensive care nurse in New York noted that "the fight against the coronavirus looks like a war. These are difficult times, and the media is bravely fighting the pandemic to provide up-to-date information about the virus.

The language of coverage of the pandemic in media texts combines gloom, hope, caution, anger and disappointment in different proportions. For example, in an article on the website "CENSOR.NET.UA", it is reported that the chief medical officer Lyashko inspected hospitals in Zhytomyr, Rivne and Sarny. "We are ready to meet the coronavirus", with such a speech against the background of the outbreak of the coronavirus, health doctor Lyashko calls on Ukrainians. In this message, the doctor's speech is described as victorious. The use of this language of coverage motivates well those who have lost hope for a quick recovery.

Emotional language can also be felt in the statement of an Italian politician who blamed the Chinese for the outbreak of the coronavirus "They eat live mice" on the website "TSN.UA". On the "5.UA" website, emotional language is also observed in the article where Danilov denied the presence of Russian test systems for the coronavirus in Ukraine: "There is none, and it cannot be!", the former Head of the Luhansk Regional State Administration addresses the audience with this slogan. In an article where Suprun told how to benefit from the pandemic, she called the coronavirus a "festival of panic." This approach weakened the perception of the coronavirus as a serious disease.

We also find neutral appeals in the texts we analyzed, most of which were submitted on the "TSN.UA" website: "The situation has changed: Germany is preparing for the start of



the coronavirus epidemic"; "There are fatalities. The Ministry of Health named a more dangerous disease for Ukrainians than the coronavirus."

It should be noted that the framing at the beginning of the pandemic in most articles did not have special emotional colours, because information about covid was just beginning to spread, so at the beginning of the pandemic, the mass media had not yet developed a clear tendency to cover information and therefore tried to publicize it as objectively as possible.

### 3.2. Subjective emotional segment of articles in the specified media on the subject of Covid-19

The emotional component of the informational text is of great importance in terms of the framing of journalistic materials and their impact on the average recipient. (Wirth, Werner & Schramm, Holger, 2005)

It is worth noting that it should not be present at all in mass media materials, but its formation is provoked by editorial policy and the human factor of the journalist, which can never be completely avoided. It is defined by linguistic and stylistic features of the news and accents. The actual emotional segment of the journalistic material also affects the framing, which depends on the phrasal structure of the text, the setting of the subject and the predicate in the sentence, which form the mood of the informational material, due to which it can be perceived ambiguously.

To demonstrate the dependence of the emotional segment of informational materials on the framing and vice versa, we selected several materials from each source proposed by us for analysis because it is impossible to analyze each text in detail, therefore we made a sample from three mass media: "TSN.UA", "5.UA", "CENSOR.NET.UA" texts on the same topic.

Thus, according to the coverage of the beginning of the outbreak in China, the presentation of disease statistics on the territory of the country and the general situation, we can determine that "TSN" treated the rise and fall of outbreaks of coronavirus infection and official information from China quite sceptically. For example, in the article entitled "In China for the third time, not a single case of local infection with the coronavirus has been confirmed", the journalists express a sceptical position, which can be traced in the following turns of phrase, highlighted in bold: "For the third day in a row, China has not confirmed a single case of local infection with the coronavirus", "Meanwhile, a mandatory quarantine

has been introduced in Beijing due to the coronavirus...". The mentioned linguistic and stylistic turns indicate that the situation in China seemed too suspicious to journalists, as the media representatives expressed in their materials.

The journalists of "CENSOR.NET" also expressed distrust of the Chinese and the chronology of the spread of the virus in the material "The outbreak of coronavirus in the city of Wuhan was greater than it was believed - WHO". The sense of distrust lies in the fact that the world community believes that the Chinese leadership belatedly informed the population and the world that an infectious disease was spreading on its territory. They hid this fact, due to which a large number of the population may be affected. This emotional segment can be traced in the phrase: "Therefore, he did not rule out that not all patients were found, their total number in December could exceed 1,000 people."

Instead, "5.UA" maintained neutrality in terms of coverage of the situation in China and statistics on the coronavirus in the country's provinces.

The position of the journalists of "TSN.UA" regarding the opinion of world leaders regarding the spread of the infection in the world, which is framed under the tag "threat for the whole world", is not objective, because writing in the material "Leaders of the G7 countries held a video conference", where the opinion of the leaders should be heard countries to prevent the spread of the disease.

Instead, journalists emphasize the behaviour of the then US President Donald Trump, openly pointing out its impracticality. For example: "Earlier, the US president said that the WHO made 'mistakes' that 'caused so many deaths' while COVID-19 spread around the world." The rest of the material is written with a similar subtext, so the news takes on a political and emotional segment and does not match the headline.

In the article entitled "The Embassy of Poland refutes the information about the coronavirus in Lodz" one can trace the irony of the journalists regarding the actions of the authorities, for example: "Earlier, the media reported that the first case of infection with the coronavirus from China was allegedly recorded in the Polish city of Lodz. At that time, journalists wrote that the virus was detected in a 25-year-old girl who returned to her homeland after a month in Thailand." That is, it is obvious that journalists do not trust the information of the authorities, relying on previously presented news, which can be seen in the comparison of the material and the feedback of the informational text.

"5.UA" does not express any emotional position, publishing materials on the given topic objectively, using only original quotes.

After analyzing the statistical data on the spread of the coronavirus infection in the country and the world, we can conclude that they have signs of factuality and are not emotional.

As of the beginning of 2020, the issue of producing a vaccine was very acute, because due to the rapid spread of the coronavirus infection among the population, it was simply necessary. Thus, according to "TSN.UA" the chief doctor of Ukraine Lyashko said that the development of the Ukrainian vaccine is "a priceless pleasure". The journalists' emphasis on this phrase suggests that only negativity was found in the doctor's words. Instead, it was necessary to emphasize the real figures of the cost of vaccine development.

On a positive aspect, the journalists of "5.UA" write about the development of the Ukrainian vaccine in the material "Ukrainian vaccine against COVID-19: what is known about financing, production and testing", noting that: "At the same time, Ukraine, the Ukrainian vaccine is being discussed for the second week in a row, which was announced by the president, and money for development was promised by the Minister of Health". "CENSOR.NET.UA" journalists, on the other hand, remain neutral in this matter and cover purely factual material.

Instead, the topic of the precautions against the disease on "TSN.UA" is implemented by citing studies with an element of intimidation, for example: "Scientists have warned that new strains of the coronavirus are better transmitted through the air: a mask will not interfere": "According to experts, at "Alfa" - variants of SARS-CoV-2, the amount of viral RNA in exhaled air increases compared to earlier strains: those infected with the "Alpha" strain exhaled 100 times more viral particles than those who were still found to have the "Wuhan" variant of the coronavirus ". This beginning of the informational material in the emotional segment makes it popular science with elements of caution about preserving health and intimidation, which, according to modern realities, is a necessary element of the effectiveness of information. Instead, "5.UA" writes materials in the format of advice or instructions, for example: "Protection against coronavirus: how to wash your hands correctly to reduce the risk of infection." In turn, "CENSOR.NET.UA" talks about the lack of means of protection, relying purely on facts, keeping a neutral emotional segment of news materials.

The second stage of the spread of the coronavirus infection can be described under the motto: "vaccination" because most of the informational materials are related to this. The change in the framing of journalistic materials can also be traced to the example of the

emotional segment of the texts. So, for example, at the beginning of the new academic year and quarter, an order was issued that all employees of any enterprise must have two vaccinations and a "green" covid certificate. Otherwise, they were suspended from work and even fired. (UA Law, 2020) This period became one of the most scandalous in the history of the COVID-19 pandemic. One of the high-profile cases covered by the media under the banner of "safety" is the case of a teacher from Alexandria who received a fine for not being vaccinated.

So, for example, "TSN.UA" demonstrated the issue of safety and vaccination using the example of the material "Guilty: the court punished a teacher from Alexandria who taught law without vaccination", covering this situation in a neutral emotional segment, appealing with regulatory documents that prove the woman's guilt. Instead, the emotional segment of the threat can be traced in the journalistic material of "5.UA", which can be proved only with the help of the headline: "Vaccination should become mandatory for some citizens: educators and service workers may not be allowed to work without vaccination." Such intimidation under the guise of security acts on citizens as a motivation not to lose their jobs.

It is worth noting that this is a really effective way to encourage people to take certain actions, because considering the level of unemployment in the country, everyone values their workplace, even if the process itself does not bring them satisfaction. The publication "CENSOR.NET.UA" also remains neutral in the article: "The Ministry of Health has expanded the list of professions for which vaccination against COVID-19 is mandatory."

Under the topic of „safety“, materials about new strains of the coronavirus and its consequences, and symptoms for children and adults, on the one hand, have an emotional segment of informing and warning, on the other - signs of fear, so that people observe quarantine restrictions, are also distributed in the media. Example:

1) "Omicron" in children: how to detect infection for parents": "In addition to being sick, among the characteristic signs of the disease during the first or second day of infection, children have a bad fever" - "TSN.UA". On the one hand, this sentence is a warning for parents, a sign of ensuring safety in the aspect of preserving the health of the young generation; on the other hand, it is read as manipulation so that parents maintain quarantine restrictions.

2) "Combines "Delta" and "Omicron": what is known about the new strain of the "Deltakron" coronavirus - "5.UA". The material has a neutral emotional segment.

3) "The new variety of "Omicron" BA.2 is not more dangerous than the original strain" - WHO" - "CENSOR.NET.UA". The material has a soothing emotional segment, which can be traced already from the title itself.

Quarantine zones, which are divided into green, yellow and red zones according to the number of patients, have also become relevant. For each zone, there are individual rules and restrictions that must be observed by residents of a certain region. (Ministry of Health of Ukraine, 2022) Materials on the mentioned subject can also be attributed to the "hope" frame because in this way the authorities are trying to reduce the number of patients, which the mass media inform about in a positive way. The materials of all the media analyzed by us on this issue have a neutral position and are designed to inform people about important current issues of their activities.

After the authorities met people's indignation against vaccination and total disbelief in the presence of coronavirus infection, the state decided to encourage people to get vaccinated by providing 1,000 uah through the "Action" application, which could be spent on going to a museum, theatre, cinema, or buying books. Many people were attracted by the prospect of receiving money from the state and they went to get vaccinated. So, for example, "TSN.UA" has a material with the title "From December 19, it will be possible to receive a thousand for vaccination not only through Monobank but also through other banks." The information material talks about expanding the possibilities of receiving the "covid thousand", and about the speed of assistance, which creates an emotional segment of encouragement among citizens. Instead, "5.UA" writes about financial incentives as follows: "1,000 hryvnias will be given to everyone fully vaccinated against COVID-19, but not on their hands, - Nikiforov." CENSOR.NET.UA, on the other hand, highlights these issues from the economic aspect, noting: "Paying 1,000 uah to vaccinated Ukrainians will not affect inflation," which also creates a positive effect from the proposed incentive. (RadioSvoboda, 2022)

The topic of discussion in society and the media from that period was the problem of fake certificates. This problem arose during the forced vaccination of citizens because the majority do not trust the vaccine. Such materials are published under the frame of "intimidation", for example: "Yenin on the fight against fake covid certificates: two doctors received guilty verdicts. 60 citizens were fined." The material has an instructive character and an emotional segment of intimidation, so that none of the medical workers has the intention of repeating the crime, no matter what reward is offered to him.

So, after analyzing the information sources "TSN.UA", "5.UA", and "CENSOR.NET.UA", we can conclude that a large percentage of journalistic texts have an emotional segment which we can determine under one of the main themes (which is also one of the determining factors of the influence on the framing of the material ) and only a small percentage of journalistic materials are neutral, with coverage of the purely factual aspect of the news.

As media texts have a significant impact on the consciousness of the recipient and their emotional component determines the reader's attitude to the event, such a significant amount of emotionally filled articles from various sources during the period of medical emergency just highlights many shortcomings of Ukrainian media outlets during a crisis and further confirms how there should be more capacities for the media recipient to make an informed decision on how to evaluate the received news.

A couple of years back we conducted a short study regarding the presence of media studies' education on the general Ukrainian media landscape. It revealed how little there is done towards this issue and that the general public is incredibly susceptible to media content. The main problem is that on the educational level even in high-education establishments there is no control and legislation put in towards general media knowledge. While it may not be the highest priority during calmer times, in the case of an actual medical emergency, countless lives could be put at risk due to the negligence of the media as well as the recipients' inability to filter and critically assess the situation.

We find it important to highlight this issue as it was revealed that Ukrainian media would not remain neutral and objective during medical emergency situations. We hope that in the future more is done towards media studies for the Ukrainian public so the common recipient of media is more prepared and less influenced by the information that could endanger their safety.

### 3.3. Comparative analysis of the features of coverage of news about Covid-19 in different information sites

The COVID-19 situation has become a serious test not only for the citizens of the country, but also for the mass media - sources that, first of all, should inform about the

current situation in the state, implement the function of obtaining objective, and most importantly, reliable information. After all, journalists are not only professional gatherers and distributors of news, but also people who have their own emotions and opinions. During times of great emotional tension, it can be especially traced in journalistic materials, because each of them is close to the situation that is happening in the country. It is because of the human factor that the emotionality of news increases. This affects not only objectivity but also the recipient, who, as a living, emotional person, also perceives the written text with a similar feeling. Despite this, journalists need to be careful about revealing their own emotions on online pages. (Wahl-Jorgensen, 2020)

Common errors, according to the Institute of Mass Information, when covering news about COVID-19 are:

1. The use of emotionally coloured vocabulary, words such as "terrible", "deadly", etc. Such expressions scare people, and sow panic among recipients, preventing them from objectively evaluating the information provided.

2. Expressing one's own opinion without using "I personally think so." It is worth noting that the use of such an expression is possible only in author's programs, thematically oriented talk shows, where the element of the author's opinion takes place. (Mass Information Institute, 2022)

3. A fusion of facts and quotes. This is unacceptable because the quote is the individual opinion of the commentator, which can be presented purely to the attention of readers not in terms of truthfulness, but as a simple opinion of an average citizen.

4. Detailing the details of a person's death by infection. It is necessary to write about such things with minimal details because there are emotionally unstable people who will not like to read them. (UA Mass Information Institute, 2022)

At the beginning of the pandemic, the aspect of emotionality and manipulateness of journalistic materials was noticed in "TSN.UA" news. They emphasized their opinion and attitude to a certain event graphically, by highlighting the text in bold. It was used in order to draw the attention of the recipients to the author's opinion, and its influence on the consciousness of the citizen.

Having analyzed the dominant aspects used in the coverage of COVID-19 in the comparative analysis of various media information sources, we established that the largest number of articles that were published on three sites in the same period of time, the largest number was published by the "TSN.UA" site (which is 105 articles - 42.17%). The site

"5.UA" ranks second in terms of the number of published material covering the issue of the coronavirus - 73 articles (29.32%). In the third city is the site "CENSOR.NET.UA", which published 71 articles (28.51%) in which the topic of the coronavirus is revealed. In percentage terms, you can observe this dynamic in Fig. 3.1.

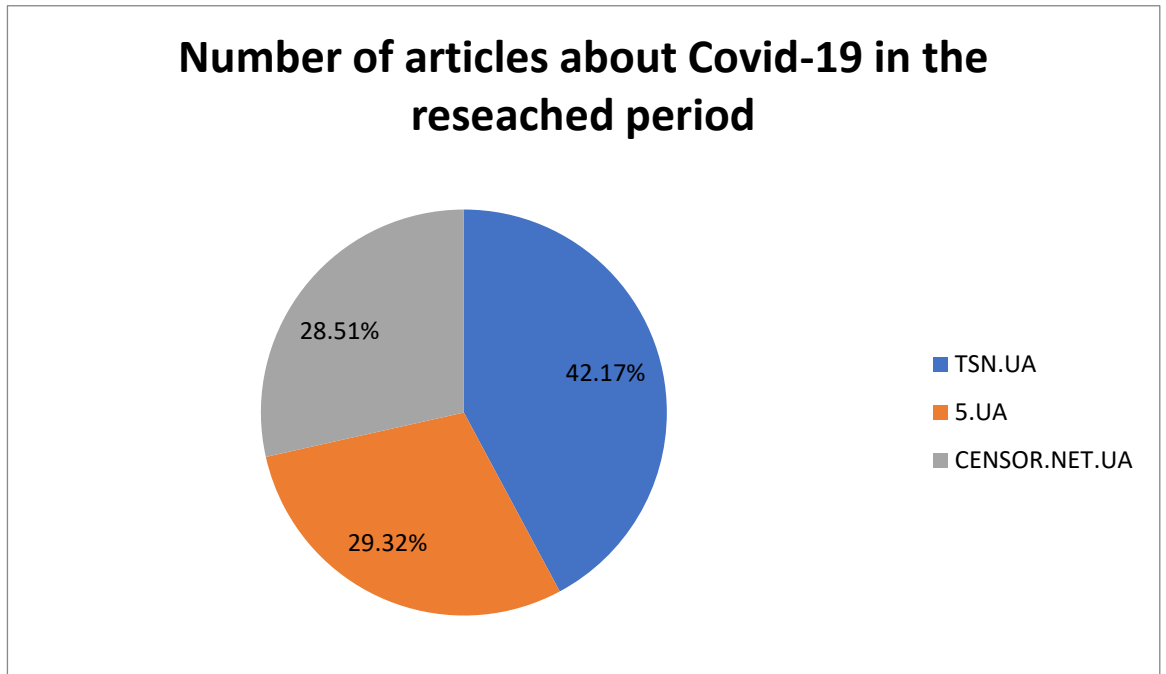


Fig. 3.2. Number of texts covering the pandemic from mid-February to early March 2020

The next stage of the research was a comparative analysis of frames in mass media texts covering the problems of COVID-19. This analysis can be clearly observed in Fig. 3.2



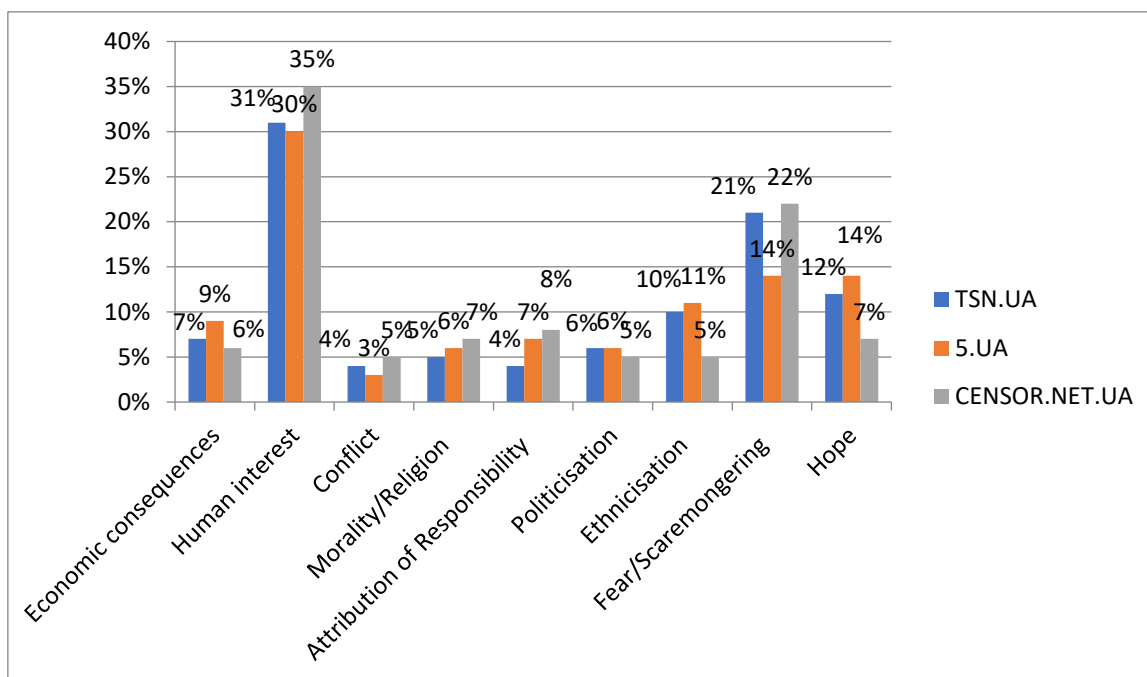


Fig. 3.3. Comparative analysis of frames in mass media texts covering the problems of COVID-19 on different news sites

According to the analysis, we concluded that the economy accounted for 7.33% of the total average coverage of indicators in our sample; human interest – 32%; conflict - 4%; morality/religion – 6%; responsibility – 6.33%; politicization – 5.6%; ethnicity – 8.7%; fear/intimidation - 19%; hope - 11%.

If we compare online publications such as "5.UA", and "CENSOR.NET " regarding the coverage of the coronavirus infection, we can conclude that the journalists of these two information sources covered the information neutrally or in a positive aspect (if it was about an aspect of encouragement for citizens). Such a position inspires respect for journalists as shapers of public opinion. Even though "5.UA" was under the ownership of Petro Poroshenko, the topic of the coronavirus infection was spread in a neutral emotional segment, pro-government can be traced only in the aspect of covering political news related to the activities of the President of Ukraine Volodymyr Zelenskyi.

So, after comparing the features of coverage of news about the coronavirus in the online information portals "TSN.UA", "5.UA", and "CENSOR.NET ", the method of informing only "TSN.UA" changed, changing the direction of broadcasting to a neutral one.

The results concluded out of our framing research were quite surprising and were not in complete accordance with the assumptions we created before starting the research. As our

assumptions were that the pro-political media would be more positive towards the governmental actions while giving out the most hope and the opposition media would be more negative towards the government's responses to the pandemic, while the neutral media would mostly concentrate on the hope and medical aspects of the situation.

Out of our results, we can conclude that in the economic consequences frame the opposition media scored the most number of articles, where the emotional input was mostly negative. Meanwhile, the governmental media was noticed to write in a more positive light about the economic situation.

For the biggest represented frame, human interest, the results reflected our assumptions, as the neutral media had the biggest amount of articles, writing about issues that regular citizens may encounter as a result of the ongoing pandemic. Most topics concerned travel and tourism, with regular reports of disease statistics. On the emotional input, the governmental media were surprisingly negative, while the other 2 offered a more neutral approach to the news.

In the least represented frame, the conflict frame, the results once again were surprising, when neutral media were the most active in this part. Overall Ukrainian media also portrayed the situation with the pandemic as a war and the health worker as a frontline.

Another frame that contradicted our assumptions was the politicisation frame, where unexpectedly both politically tied media were equally neutral in their reports. The only exception was the positive remarks towards activities of the president from the governmental media, but they weren't as often to prove our assumption correct.

The most interesting results were in fearmongering and hope frames, where the neutral-owned media spread the most panic-inducing materials while representing the least hope in a positive outcome of the pandemic. While we can notice how in the emotional segment the materials covered by the privately owned media were more neutral, we can assume that by provoking fearmongering in their articles as well as underrepresenting positive outcomes of the pandemic, the media could try to use sensationalism in a way to increase the overall interaction with the public and score more views per article.

Thus, we can observe a potential usage of an interesting psychological phenomenon called negative bias, (Kanouse, D. E., & Hanson, L., 1972) wherein hindsight the emotionally negative articles and news will grab more attention and thus generate more income. Overall, bad news would sell better (Baumeister, Roy F. Finkenauer, Catrin; Vohs,

Kathleen D., 2001) and as a result it is interesting to find how in the midst of the health crisis the privately owned media are the ones who presumably used this tactic the most.

### Conclusions to Chapter 3

Having analyzed COVID-19 through the prism of Ukrainian media (using the example of "TSN.UA", "5.UA", and "CENSOR.NET.UA"), we can draw several conclusions.

According to the analysis, we concluded that the economy accounted for 7.33% of the total average coverage of the indicators of our sample; human interest – 32%; conflict - 4%; morality/religion – 6%; liability – 6.33%; politicization – 5.6%; ethnicity – 8.7%; fear/intimidation - 19%; hope - 11%.

If we compare online publications such as "5.UA", and "CENSOR.NET.UA" regarding the coverage of the coronavirus infection, it can be concluded that the journalists of these two information sources covered the information neutrally or in a positive aspect (if the topic was about the aspect of encouragement for citizens). Despite the fact that "5.UA" was under the ownership of Petro Poroshenko, the topic of the COVID-19 infection was presented in a neutral tone, and pro-governmental motives and ideas can be traced only in the aspect of covering political news related to the activities of the President of Ukraine Volodymyr Zelenskyi.

We have proven our assumptions in the frames of human interest, but for the frames of scaremongering and fear, we found out how neutral-owned media are dominating in this frame. As well as for the politicisation frame, the results were surprising how the media with ties to political ownership did not score high on this frame.

The framing of journalistic materials is determined not only by the thematic orientation of the text but also by the emotional segment of journalistic materials, which, according to the analysis, is not entirely an objective way of presenting the information.

## Conclusions

In this work, we reviewed how the beginning of the pandemic COVID-19 was presented in chosen Ukrainian media with the goal to establish whether there were any frames in how the material was published and what was the connection between the frames and the ownership of the media sources. We tried to make a link as to whether the ownership that is tied to the political scene affects the information that is reaching the media recipient.

To answer our research questions, we first made an overview of the Ukrainian media landscape and established that Ukrainian media are prone to political involvement because a big part of national broadcasting channels is owned by oligarchs and political figures who can influence the thematic component of the source of communication. On top of that, the Ukrainian media market is still a developing structure, which is susceptible to the everchanging political background, it is shaping the journalism professional standards and is also reflected in ownership of Ukrainian media.

To analyse the themes and the media content about the beginning of the pandemic, we chose to conduct framing research and for that, we picked an already established framework, that worked with 9 frames: economic consequences, human interest, conflict, morality/religion, attribution of responsibility, politicisation, ethnicisation, fear/scaremongering and hope. This framing analysis helped us answer our research questions as to how the political ties to the ownership of the media source reflect their coverage of the pandemic.

Overall, this study uncovered that the frames were indeed present in the news materials of the chosen media sources and that while some of our initial assumptions were correct, we also received results that were quite surprising. Once again, we wish to highlight how much the ownership of Ukrainian media is reflected in the end material that is published by news sources. While those ties are quite undercover, the general recipient is quite susceptible to all kinds of influence. This must prove how essential media education must be to not only provide essential critical background but to help the media recipient to navigate crucial health information, which can have an impact on the lives of the masses.

The main differences in our assumptions were in the politicisation frames, which were not as present in the end results of framing research. Also, our assumptions towards the hope frames were proven wrong, as the neutrally owned media's materials had the most representation in the fear and scaremongering frames, in comparison to the pro-government

and oppositional media. We believe the reasons for this could lay in the commercialisation of media, where the neutral, owned by journalist media would try harder to make the headlines more catchy for the recipient in hopes of scoring more interactions. Our assumptions were proven correct in the biggest represented frame, human interest, where the neutral-owned media had the biggest part of the materials.

The research on the presence of emotional segments in media revealed that in most materials on the outside situation of the pandemic as well as statistical reports, the chosen media were more neutral in the way of describing the situation. In comparison, they were more emotionally subjective in describing the situation within Ukraine and which measures were taken. Therefore, we can state that despite regulations that are present in the Ukrainian media landscape during the COVID-19 pandemic, the end product still is emotionally coloured and the recipient must be aware and cautious when taking information from popular media sources.

The COVID-19 pandemic has given all media sources a real challenge and we must realise that media now could be responsible for the actual well-being of the nation. For the political landscape of Ukraine, the media must strive to maintain independence and impartiality, prioritising the benefits for the readership.

It is crucial to mention that this study has limitations because the used framing methodology could be improved due to the peculiarities of the Ukrainian media landscape. With some lesser represented frames, such as religion and ethnicization, we could avoid those frames altogether, as findings from those are not conclusive due to the lack of any conflict or points of interest within the studied media. Moreover, we suggest that for the Ukrainian media case, we could add on or further expand politicisation frames as well as conflict frames, as due to the current events, it may suggest even more drastic differences in media products based on what ownership media outlet holds.

Based on our findings, we can suggest that it is crucial to pay more attention towards media education, as we can only hope that there will be more legislative boundaries in place to protect the media consumer, but it is easier for us as media recipients to critically judge the content we are presented with, to not only be mindful of the media influence but to potentially save our lives and the lives of others around us.

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SCHVÁLENO

30.9.20 [signature]

Institut komunikačních studií a žurnalistiky FSV UK Teze MAGISTERSKÉ diplomové práce																	
TUTO ČÁST VYPLŇUJE STUDENT/KA:																	
Příjmení a jméno diplomantky/diplomanta: Kruhlova Olena	Razítko podatelny: <table border="1"> <tr> <td colspan="2">Univerzita Karlova</td> <td colspan="2">Fakulta sociálních věd</td> </tr> <tr> <td>Došlo dne:</td> <td>- 7 -09- 2020</td> <td>-1-</td> <td></td> </tr> <tr> <td>Čj:</td> <td>37</td> <td>Příloh:</td> <td></td> </tr> <tr> <td>Přiděleno:</td> <td></td> <td></td> <td></td> </tr> </table>	Univerzita Karlova		Fakulta sociálních věd		Došlo dne:	- 7 -09- 2020	-1-		Čj:	37	Příloh:		Přiděleno:			
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Přiděleno:																	
Imatrikulační ročník diplomantky/diplomanta: 2019																	
E-mail diplomantky/diplomanta: 24999426@fsv.cuni.cz																	
Studijní obor/forma studia: Mediální studia prezenční (MSP)																	
Název práce v češtině: Pandemie COVID-19 ve vybraných ukrajinských médiích																	
Název práce v angličtině: COVID-19 pandemic in selected Ukrainian media																	
Předpokládaný termín dokončení (semestr, akademický rok – vzor: ZS 2012/2013) (diplomovou práci je možné odevzdat nejdříve po dvou semestrech od schválení tezí) LS 2020-2021																	
Charakteristika tématu a jeho dosavadní zpracování (max. 1800 znaků): Ukrajinská média vzhledem k mezinárodnímu napětí a nejistotám v politické oblasti neustále procházejí různými změnami, které ovlivňují jejich důvěryhodnost. Komplikovaná politická situace se rovněž odráží v tom, jak lidé důvěřují ukrajinským vládním politikům. Globální epidemie COVID-19 přitom představuje pro politiky i pro média výzvu: politici čelí obtížným rozhodnutím, média dilematům, jak informovat o samotné epidemii a jak moc kriticky pokrývat různorodé hlasy odborníků a přijatá vládní opatření. Na druhé straně se média potýkají s výběrem způsobu, jak prezentovat materiály související s pandemií a zda mají nechat svou politickou zaujatost ovlivnit informace, které společnosti poskytují. Diplomová práce bude analyzovat, jak během prvních měsíců vybraná ukrajinská média informovala o epidemii COVID-19. Zaměří se na to, zda se média soustředí spíše na zdravotní nebo politické aspekty epidemie a zda se do způsobu pokrytí nějak promítá jejich politická orientace. Téma práce je aktuální a dosud nebylo zpracováno.																	
Předpokládaný cíl práce, případně formulace problému, výzkumné otázky nebo hypotézy (max. 1800 znaků): Cílem této práce je zjistit, jak hlavní ukrajinská zpravodajská média pokrývala epidemii COVID-19. Práce vychází z hypotézy, že média politicky blízká vládě budou mít tendenci nekriticky reprodukovat vládní opatření a soustředit se na zdravotní aspekty, zatímco média vůči vládě kritická budou poskytovat větší prostor kritice způsobu, jakým vláda epidemii řeší, na úkor zdravotních aspektů. Toto spojení s vládou bude pochopeno z vlastnictví médií. Hypotézu práce ověří za využití kvantitativní obsahové analýzy, kdy ve vybraném období bude zkoumat, do jaké míry se ve sledovaných médiích vyskytují články týkající se epidemie COVID-19 orientované čistě na zdravotní stránku epidemie a do jaké míry je v nich naopak přítomna politická rovina.																	
Předpokládaná struktura práce (rozdělení do jednotlivých kapitol a podkapitol se stručnou charakteristikou jejich obsahu):  Tato práce bude psána v angličtině. ÚVOD TEORETICKÁ ČÁST																	

- Ukrajinský mediální prostor
  - Politické pozadí v souvislosti se změnami médií
  - Vlastnictví médií na Ukrajině
- ANALYTICKÁ ČÁST
- Výzkumné otázky
  - Charakteristika použitých metod
  - Kvantitativní analýza mediálního pokrytí
  - Srovnávací analýza
- ZÁVĚR

**Vymezení podkladového materiálu** (např. titul periodika a analyzované období):

Články vybraných tří online médií s různými vazbami na vládu z prvních měsíců pandemie COVID-19: vládně orientovaná média, opoziční média a neutrální média.

tsn.ua – jako vládně orientovaná média

5.ua – jako opoziční média

ua.censor.net.ua - jako neutrální média

**Metody (techniky) zpracování materiálu:**

Kvantitativní výzkum jako první krok analýzy článků. Srovnávací analýza výsledků tří médií s cílem zjistit rozdíly v jejich pokrytí pandemií COVID-19 s ohledem na vztahy k vládě

**Základní literatura** (nejméně 5 nejdůležitějších titulů k tématu a metodě jeho zpracování; u všech titulů je nutné uvést stručnou anotaci na 2-5 řádků):

TRAMPOTA, T., VOJTĚCHOVSKÁ, M.: Metody výzkumu médií. Praha : Portál, 2010. 293 p. ISBN 978-80-7367-683-4

Kniha popisuje hlavní metody mediálního výzkumu s důrazem na kvalitativní a kvantitativní metody. Spolu s rozsáhlými teoretickými vysvětleními kniha poskytuje praktické způsoby shromažďování, třídění a zpracování podkladového materiálu. Tato práce bude sloužit hlavně jako metodická pomoc v praktické části diplomové práce.

RIFFE, DANIEL, et al. Analyzing media messages: Using quantitative content analysis in research. Routledge, 2019. ISBN: 978-0415517676

Kniha stanoví formální definici kvantitativní obsahové analýzy; poskytuje podrobné pokyny pro návrh studie analýzy obsahu, zkoumá měření, vzorkování, reliabilitu, analýzu dat a použití digitální technologie v procesu analýzy obsahu.

RYABINSKA, NATALYA. The Media Market and Media Ownership in Post-Communist Ukraine. Problems of Post-Communism. 58. 3-20. (2011). 10.2753/PPC1075-8216580601.

Kniha poskytuje podrobnou charakteristiku ukrajinských tendencí vlastnictví médií a obecné chápání mediálního trhu a procesu privatizace médií. Tato práce bude použita zejména při popisu politického pozadí mediálního pole na Ukrajině.

OGBODO JN, ONWE EC, CHUKWU J, et al. Communicating health crisis: a content analysis of global media framing of COVID-19. *Health Promot Perspect.* 2020;10(3):257-269. Published 2020 Jul 12. doi:10.34172/hpp.2020.40

Tato studie zkoumá globální mediální rámcování koronavirové nemoci (COVID-19), a bude použita jako návod toho, jak pracovat s materiálem souvisejícím s pandemií COVID-19 v médiích.

WORLD HEALTH ORGANIZATION, 2020. Coronavirus disease 2019 (COVID-19): situation report, 82.

Tato zpráva poskytne nezbytnou lékařskou terminologii pandemie COVID-19. Bude použito jako reference při shromažďování materiálu publikovaného v médiích o epidemiologické situaci na Ukrajině.

**Diplomové a disertační práce k tématu** (seznam bakalářských, magisterských a doktorských prací, které

byly k tématu obhájeny na UK, případně dalších oborově blízkých fakultách či vysokých školách za posledních pět let)

Viktora, Matyáš. Language policy as an instrument of nation-building: The case of PostMaidan Ukraine. Prague, 2020. 88 pages. Master's thesis (Mgr.). Charles University, Faculty of Social Sciences, Institute of Political studies. Department of International Relations. Supervisor Jakub Záhora, Ph. D.

Datum / Podpis studenta/ky

7.9.2020

**TUTO ČÁST VYPLŇUJE PEDAGOG/PEDAGOŽKA:**

Doporučení k tématu, struktuře a technice zpracování materiálu:

Případné doporučení dalších titulů literatury předepsané ke zpracování tématu:

Potvrzuji, že výše uvedené teze jsem s jejich autorem/kou konzultoval(a) a že téma odpovídá mému oborovému zaměření a oblasti odborné práce, kterou na FSV UK vykonávám.

Souhlasím s tím, že budu vedoucí(m) této práce.

MIESSLER JAN

7.9.2020

Příjmení a jméno pedagožky/pedagoga

Datum / Podpis pedagožky/pedagoga

TEZE JE NUTNO ODEVZDAT VYTIŠTĚNÉ, PODEPSANÉ A VE DVOU VYHOTOVENÍCH DO TERMÍNU UVEDENÉHO V HARMONOGRAMU PŘÍSLUŠNÉHO AKADEMICKÉHO ROKU, A TO PROSTŘEDNICTVÍM PODATELNÝ FSV UK. PŘIJATÉ TEZE JE NUTNÉ SI VYZVEDNOUT V SEKRETARIÁTU PŘÍSLUŠNÉ KATEDRY A NECHAT VEVÁZAT DO OBOU VÝTISKŮ DIPLOMOVÉ PRÁCE.

**TEZE NA IKSŽ SCHVALUJE GARANT PŘÍSLUŠNÉHO STUDIJNÍHO OBORU.**

## Master's Thesis Summary

Master's Thesis *COVID-19 pandemic in selected Ukrainian media* gives an overview of the Ukrainian media system with a focus on media ownership and its outcome in the end publications. By choosing three different types of ownership: privately owned media, pro-governmental media and opposition-owned media, we took a look at how the media published articles about COVID-19 at the very beginning of the pandemic. The methodological basis of this work was framing research, which is meant to uncover trends and the ways in which information about the ongoing COVID-19 pandemic is presented through the analysis of headlines in the chosen online media sources.

The results of the framing research revealed that the frames are indeed present in the materials of the chosen media sources at the beginning of the pandemic. The representation of the frames was discovered to be different from the initial assumptions.

The main discoveries revealed how privately owned media are more prone to fearmongering and hope frames, while the politically connected media were statistically less prone to publish anything politically coloured. The findings also highlighted how the emotional segment in the articles was present, which potentially created a biased perception of the COVID-19 pandemic.

The results of the study highlight the importance of media responsibilities during the time of medical crisis and how the general public must be critically aware of the dangers of misinformation, especially regarding the COVID-19 pandemic.

## List of Appendices

Appendix no. 1: Chosen articles on the COVID-19 topic (table) across the period of 26.02-5.03

№	TSN.UA	5.UA	CENSOR.NET.UA
1	Коронавірус зафіксували ще в одній європейській країні, де чимало українських заробітчан	Китайський коронавірус шириться світом: недугу виявили у Вірменії	У Чехії зафіксовано перші випадки зараження коронавірусом
2	Паніку породжує незнання: експерти розповіли, як захиститись від нового коронавірусу	США через коронавірус вводять нові обмеження на в'їзд для іноземців, які були Ірані	"До зустрічі з коронавірусом готові": головний санлікар Ляшко проінспектував госпіталі в Житомирі, Рівному та Сарнах.
3	У Білорусі збільшилася кількість інфікованих коронавірусом	Епідемія COVID-19: 2 978 смертей і 42 139 одужали, загальна кількість заражених - 86 983. ІНФОГРАФІКА	Лувр закрили через коронавірус
4	Коронавірус продовжує атакувати світ: у Південній Кореї 18 людей померли, хворих вже понад 3 700	В Італії зареєстрували 1 049 випадків зараження коронавірусом, 29 осіб померли	У Білорусі зареєстрували другий випадок захворювання коронавірусом
5	В Ірані від коронавірусу померло понад 50 людей	У Південній Кореї кількість хворих на коронавірус наближається до трьох тисяч	Коронавірус проник до Вірменії. В Австралії та Таїланді є перші жертви хвороби
6	Авіакомпанія Turkish Airlines скасувала усі польоти до Італії через коронавірус	В Ізраїлі виявили нові випадки коронавірусу. Один із пацієнтів заразився повторно	COVID-19: в окупованому Севастополі шукають жінку, яка втекла з-під карантину
7	Коронавірус продовжує атакувати Європу: у низці країн зросла кількість хворих	У США зафіксували другий випадок захворювання на коронавірус від невідомого носія	МОЗ Франції закликала відмовитися від рукоштовань: "Зараз вірус циркулює на нашій території"



<b>8</b>	В окупованому Криму з лікарні втекла пацієнтка з підозрою на коронавірус - ЗМІ	"Укрзалізниця" облаштувала на вокзалах ізоляційні кімнати для хворих із підозрою на коронавірус	Кількість хворих на коронавірус перевищила 85 тисяч людей. Недуга забрала вже 2923 життя
<b>9</b>	В Австралії та Таїланді зафіксували перші випадки смерті від коронавірусу	Коронавірус в Італії: хворих уже більше 800, смертей 21	В Ізраїлі виявили нові випадки коронавірусу. Один із пацієнтів заразився повторно
<b>10</b>	Коронавірус шириться світом. У Люксембурзі є перший хворий, у якого не одразу проявились симптоми	У Південній Кореї кількість хворих на коронавірус наближається до трьох тисяч	У США зафіксували другий випадок захворювання на коронавірус від невідомого носія
<b>11</b>	В Ірані підпалили лікарню, куди могли привезти хворих із коронавірусом	В Ізраїлі виявили нові випадки коронавірусу. Один із пацієнтів заразився повторно	"Укрзалізниця" облаштувала на вокзалах ізоляційні кімнати для хворих із підозрою на коронавірус
<b>12</b>	"Ідять живих мишей": італійський політик дорікнув китайцям за спалах коронавірусу	У США зафіксували другий випадок захворювання на коронавірус від невідомого носія	РПЦ Смірнов закликав віруючих в Італії "постраждати заради Господа" і не підкорятися вимогам закрити храми через коронавірус
<b>13</b>	"Стартап" із гумором: італійські кондитери випекли тістечка у формі коронавірусу	У Білорусі зафіксували перший випадок захворювання на коронавірус	У Кропивницькому 11 дітей-спортсменів, які повернулися зі змагань в Італії, не пускають до школи: рекомендують утриматися від відвідування протягом 14 днів
<b>14</b>	Коронавірус в Італії підчепили вже більше тисячі людей	Бойові дії в Ідлібі та нові випадки коронавірусу. П'ять новин, які ви могли проспати	Підтримую покарання за дезінформацію про коронавірус, - головний санлікар Ляшко
<b>15</b>	Діагноз "коронавірус" уперше підтвердили в Еквадорі	У Гонконгу через коронавірус на карантин помістили домашнього собаку	У МОЗ закликали лікарів починати відкладати планові операції, щоб звільнити лікарні на випадок спалаху коронавірусу
<b>16</b>	Коронавірус атакує. Наступний	Погані новини для турбізнесу: налякані	В Азербайджані у прибулого з Ірану

	етап Кубка світу з біатлону може бути скасований	коронавірусом українці відмовляються від поїздок за кордон	громадянина РФ виявлено коронавірус
17	Три футболісти італійського клубу заразилися коронавірусом	У Японії підтвердили перший випадок повторного зараження коронавірусом	У разі епідемії коронавірусу місць у лікарнях вистачить на 4 місяці, - Скалецька
18	Ще в одній країні Близького Сходу виявили хворого на коронавірус	У світі за день від коронавірусу загинули 57 людей. Кількість хворих перевищила 83 тисячі	Поставку експрес-тестів на коронавірус очікуємо в десятих числах березня, - головний санлікар Ляшко
19	Матчі АПЛ не планують скасовувати через коронавірус - ЗМІ	У Нігерії підтвердили перший випадок коронавірусної інфекції	З "Борисполя" госпіталізували українку з підвищеною температурою, яка повернулася з Італії, - Держприкордонслужба
20	Битва "Ювентуса" з "Інтером" і ще чотири матчі Серії А перенесені через коронавірус	У Південній Кореї кількість хворих на коронавірус перевищила 2000 людей	У ДСНС показали багатофункціональний вертоліт-трансформер для транспортування ймовірних хворих на коронавірус. ВІДЕО+ФОТОрепортаж
21	ФІФА може відкласти міжнародні матчі через коронавірус	У Каліфорнії через спалах коронавірусу на наявність інфекції перевіряють 8 400 осіб	Українку з лайнера Diamond Princess, у якої діагностували коронавірус, виписали з лікарні, - МЗС
22	В Україні немає хворих на коронавірус - МОЗ	Коронавірус дістався до Нідерландів: у країні зафіксували перший випадок зараження	Найкращі ліки від коронавірусу - цибуля, сало і часник, - Данілов. ВІДЕО
23	У Монако з'явився перший хворий на коронавірус	У пастці: третій круїзний лайнер не може пришвартуватися через побоювання коронавірусу	Wizz Air скасовує частину рейсів до Італії через коронавірус
24	Спалах коронавірусу в Ізраїлі та бойові дії в Ідлібі. П'ять новин, які ви могли проспати	У Facebook скасували масштабну щорічну конференцію через загрозу коронавірусу	Студентів мінського вишу переводять на індивідуальне навчання через виявлений коронавірус, - МОЗ Білорусі
25	Українське консульство в Мілані відновлює роботу, перервану через коронавірус	На Буковині у зачиненої односельцями на карантин родини коронавірусу немає - МОЗ	Було два варіанти: або об'єкт Нацгвардії в Нових Санжарах, або полігон із казармами, - Аваков про розміщення евакуйованих з Уханя

<b>26</b>	Столичні лікарі у респіраторях, масках та спецодязі вчилися протидіяти коронавірусу	"Медицина - одна з найкращих у світі". Посол в Італії пояснив, чому не евакуюють українців з охопленої коронавірусом країни	Через коронавірус у 9 країнах світу закривають школи та університети
<b>27</b>	Перший випадок: в Ісландії коронавірус виявили у чоловіка, який відвідував Італію	"Немає і бути не може". Данілов заперечив наявність в Україні російських тест-систем на коронавірус	П'ять українців заражені коронавірусом за межами України, - головний санлікар Ляшко
<b>28</b>	УЄФА поки не планує переносити Євро-2020 через коронавірус	З ізоляційною капсулою та знезаражувальним душем: ДСНС показала вертоліт для перевезення хворих коронавірусом	Для України грип зараз більш небезпечний, ніж коронавірус, - МОЗ
<b>29</b>	Мрія "Ліверпуля" під загрозою. Сезон АПЛ можуть визнати недійсним через коронавірус - ЗМІ	У Всесвітній туристичній організації оцінили збитки через спалах коронавірусу	Перші випадки коронавірусу COVID-19 зафіксовано в Литві, Нідерландах і Нігерії
<b>30</b>	Керівник ВООЗ назвав кількість вакцин від коронавірусу, які зараз тестують у світі	Перший випадок коронавірусу зафіксували в Литві: хвора приїхала з Італії	В Україні немає російських тест-систем для виявлення коронавірусу, - секретар РНБО Данілов
<b>31</b>	ВООЗ підвищила оцінку ризиків через новий коронавірус до "дуже високої"	Коронавірус шириться світом: перший випадок інфікування зафіксували у Новій Зеландії	Ми перебуваємо в критичній точці. Настав вирішальний момент у боротьбі з коронавірусом, - глава ВООЗ Гебреесус
<b>32</b>	Китайський коронавірус атакував Мексику: підтверджено два випадки інфікування	Коронавірус заразив українців за кордоном і прослизнув у сусідню Білорусь. Поради, як побороти тривогу через спалах	Аваков: Транспортувати ймовірних інфекційних хворих на коронавірус будуть спеціальним санітарним вертольотом
<b>33</b>	В Івано-Франківську госпіталізували жінку з пневмонією після повернення з охопленої коронавірусом Італії	У Німеччині оприлюднили невтішний прогноз щодо вакцини від вбивчого коронавірусу	Перший випадок коронавірусу COVID-19 зареєстровано в Білорусі

<b>34</b>	Іранська футзалістка померла від коронавірусу	Готовність України до коронавірусу: на кордоні чергує швидка, а на Житомирщині готують місця для заражених	Кількість жертв коронавірусу у світі, за винятком Китаю, зросла до 70 осіб, кількість людей, які заразилися, сягнула 4184, - ЗМІ
<b>35</b>	Спалах коронавірусу. Поради для безпечних подорожей за кордон	Коронавірус наблизився до кордону України. У Польщі повідомили про перший випадок інфікування	Евакуація українців з Італії поки що не планується, - МЗС
<b>36</b>	Вперше за десятиліття в Ірані скасували п'ятничні молитви через різке поширення коронавірусу	Медики розповіли про стан здоров'я госпіталізованих з підозрою на коронавірус чернівчан	У київській лікарні відбудуться навчання на випадок спалаху коронавірусу, - Кличко
<b>37</b>	В Англії футбольний клуб заборонив рукоштовання через коронавірус	У НБУ поки не бачать проблем для української економіки через коронавірус	Коронавірус COVID-19: в МОЗ розповіли про тест-системи і як вони працюють
<b>38</b>	Українка, яка заразилась коронавірусом на круїзному лайнері Diamond Princess, одужала	У Києві підготували бокси для карантину і лікування хворих на коронавірус	У мережі з'явилося відео, на якому колону евакуйованих з Китаю закидають камінням. ВІДЕО
<b>39</b>	На круїзному лайнері Diamond Princess з українцями зросла кількість загиблих від коронавірусу	У МЗС підтвердили зараження українки коронавірусом в Італії	У МЗС підтвердили зараження українки коронавірусом в Італії
<b>40</b>	Чи спричинив новий коронавірус пандемію: чому заяви ВООЗ та інших фахівців не збігаються	Коронавірус в Британії: діти Кембриджів опинилися на карантині	В Італії кількість хворих на коронавірус зросла з 322 до 453
<b>41</b>	Женевський автосалон скасували через коронавірус	У 89 евакуйованих у Нових Санжарах не виявлено коронавірус - секретар РНБО	У Данії та Північній Македонії зафіксували перші випадки коронавірусу
<b>42</b>	Коронавірус спричинив падіння акцій на	МЗС опублікувало поради для українців у Японії, де	Домашні тварини можуть бути проміжними носіями коронавірусу, - МОЗ

	світовому ринку як під час фінансової кризи 2008 року	зросла кількість хворих на коронавірус	
43	В Іспанії зросла кількість інфікованих коронавірусом, 500 туристів на Тенеріфе перевіряють наявність хвороби	За добу коронавірус з Китаю атакував 11 країн. У які держави вже проникла інфекція – інфографіка	Перший випадок зараження коронавірусом COVID-19 підтвердили в Естонії
44	Китайський коронавірус у Європі: які країни найбільше потерпають через смертельну недугу	У Данії зафіксували перший випадок коронавірусу. Захворів співробітник телеканалу	У 89 евакуйованих з Уханя, які перебувають на обсервації в Нових Санжарах, коронавірус не виявлено, - Данілов
45	Іспанський футбольний клуб скасував всі пресконференції через спалах коронавіруса	Коронавірус в українки та стрілянина в США. П'ять новин, які ви могли проспати	Уряд Литви оголосив режим екстремальної ситуації через коронавірус
46	У Києві підготували сім лікарень для розміщення заражених коронавірусом. Список	Ще один круїзний лайнер не може пришвартуватися через побоювання коронавірусу	В українки в Італії діагностували коронавірус COVID-19: дівчина в лікарні, її сім'я на карантині, - місцеві ЗМІ
47	Гвінет Пелтроу заявила, що коронавірус був передбачений Голлівудом	У світі на коронавірус захворіли понад 82 тисячі людей. Недуга забрала 2 801 життя	Перші випадки зараження COVID-19 зафіксували у Фінляндії та Норвегії
48	Wizz Air зменшує частоту польотів до Італії через спалах коронавірусу	У Китаї за день від коронавірусу загинули 29 людей. Це найнижчий показник за майже місяць	Кількість жертв коронавірусу в Китаї перевищила 2,7 тис. осіб, інфікованих - 78,5 тис., - держкомітет КНР
49	Коронавірус шириться світом: перший випадок зафіксовано в Уельсі, а в Англії зросла кількість хворих	У Південній Кореї кількість хворих на коронавірус перевищила 1500 осіб	Медпрацівник, співробітник, сусід і всі пасажери вагона метро: МОЗ визначив, кого вважати контактною особою у разі виявлення COVID-19

<b>50</b>	На держкордоні знайшли людей з підозрою на коронавірус - МОЗ	В Італії у 26-річної українки виявили коронавірусну інфекцію	Ізраїль заборонив в'їзд у країну іноземцям з Італії через спалах коронавірусу
<b>51</b>	Коронавірус атакував Азербайджан: хворим виявився громадянин Росії	"Ситуація змінилася": Німеччина готується до початку епідемії коронавірусу	Влада китайського Цяньцзяня обіцяє \$1400 тим, хто, захворівши на коронавірус, звернеться до лікарів, - ЗМІ
<b>52</b>	Тіна Кароль у масці показала, як захистилася від коронавірусу	У США погіршується ситуація з коронавірусом, хворих уже 60	В СБУ не спростовують і не підтверджують інформацію про звільнення першого заступника голови служби Нескоромного
<b>53</b>	Коронавірус продовжує атакувати Південну Корею: за півдня понад 500 нових випадків інфікування	У Південній Корейі за день коронавірус підхопили понад 280 людей, жертв вже 12	Віцепрезидентка Ірану заразилася коронавірусом, а колишній посол помер від нього
<b>54</b>	У Грузії іранець з підозрою на коронавірус ледь не втік з карантину	"Укрпошта" знову відправлятиме посилки до Китаю після паузи через спалах коронавірусу	Скалецька спростовує фейки про COVID в Україні: "немає жодного зафіксованого факту захворювання коронавірусом"
<b>55</b>	"Є летальні випадки". У МОЗ назвали більш небезпечну хворобу за коронавірус для українців	Спалах коронавірусу у світі: на Закарпатті у жінки в мікроавтобусі з Італії виявили високу температуру	У госпіталізованих жителів Буковини не виявили коронавірусу, - голова ОДА Осадчук
<b>56</b>	Кількість хворих на коронавірус у Франції раптово зросла вдвічі	Найсмертоносніший спалах поза Китаєм. В Ірані коронавірус забрав життя ще чотирьох людей	РНБО представив 8 правил для запобігання поширенню коронавірусу
<b>57</b>	Коронавірусу в ушпиталених мешканців Чернівецької області не виявили	Болонський книжковий ярмарок перенесли через коронавірус	У Німеччині оголосили про початок епідемії COVID-19
<b>58</b>	Керівник італійської Ломбардії посадив себе на карантин через коронавірус	Фанатів "Ювентуса" допустили на виїзний матч Ліги чемпіонів, попри спалах коронавірусу в Італії	Ми не наполягаємо на російських реагентах для тест-систем на коронавірус, - представник виробника

<b>59</b>	Коронавірус розширив географію інфікування. У Північній Ірландії виявили першого хворого	Ухвалено рішення перевіряти усіх, хто їде з країн, де зафіксований коронавірус - Скалецька Актуально	Перший випадок зараження коронавірусом зафіксовано в Грузії
<b>60</b>	Протидія коронавірусу: ТСН перевірила, як підготувалися медики та прикордонники для прийому можливих хворих	Кількість інфікованих коронавірусом в Італії за добу зросла майже на 100 осіб	Найвищі ризики під час коронавірусу для осіб старших за 80, небезпека є також для людей із захворюваннями дихальної системи і діабетом, - РНБО. ІНФОГРАФІКА
<b>61</b>	У США призначили відповідальну за боротьбу проти коронавірусу	Кількість загиблих від коронавірусу COVID-19 у Китаї сягнула 2715 осіб, інфіковано понад 78 тис., одужали - 29,7 тис.	На переговорах стосовно Донбасу в Мінську обговорили додаткові санітарно-епідеміологічні заходи у зв'язку з COVID-19, - Оліфер
<b>62</b>	В Італії зафіксували ще 120 випадків захворювання на коронавірус. Кількість смертей знову зросла	США звинуватили Китай та Іран у приховуванні інформації про коронавірус	Чоловіка, який повернувся з Італії, госпіталізували в Чернівцях, - ОДА
<b>63</b>	Супрун розповіла, як винести користь з коронавірусного "фестивалю паніки"	Влада Сан-Франциско оголосила надзвичайний стан через коронавірус, - The Hill	Тест-системи на коронавірус спочатку будуть спрямовані до Львівської, Чернівецької та Закарпатської областей, - ЦГЗ
<b>64</b>	Медики розповіли про стан чернівчан, яких госпіталізували з підозрою на коронавірус	У 48 евакуйованих з Уханя коронавірусу не виявлено: результати аналізів решти будуть готові найближчим часом, - Данілов	Перший у Латинській Америці випадок зараження коронавірусом зафіксовано в Бразилії
<b>65</b>	У ВООЗ занепокоєні стрімким поширенням коронавірусу і попередили про ймовірність пандемії	"Укрпошта" відновила прийом посилок у Китай	Українським лікарям пропонують закупити коронавірус-тести з реагентами російського виробництва, які не перевірялися на інфікованих, - нардепка від "Голосу" Устінова. ФОТО+ДОКУМЕНТИ

<b>66</b>	ТСН stories. Які симптоми має коронавірус з Китаю та як від нього вберегтися	Румуни спустошують полиці магазинів після заклику влади не панікувати через коронавірус. ФОТОрепортаж	Швидкі для проведення скринінгу стоять у семи найбільших пунктах пропуску на кордоні, - головний санітарний лікар Ляшко
<b>67</b>	Колишній посол Ірану у Ватикані помер від коронавірусу	Україна готова протистояти коронавірусу, - Скалецька	Нових випадків зараження коронавірусом тепер більше не в Китаї, а в решті світу, - ВООЗ
<b>68</b>	Євро-2020 в небезпеці: які країни турніру заразив коронавірус	COVID-19: в Україні не зафіксовано жодного випадку захворювання, у світі одужали вже понад 30 тис. осіб, - МОЗ	На кордоні виявили кілька випадків підвищеної температури, на Закарпатті ізолювали автобус із людьми, - головний санітарний лікар Ляшко
<b>69</b>	Українські музиканти у Китаї записали пісню про коронавірус	У міжнародних пунктах пропуску на Чернігівщині людям вимірюють температуру вибірково	COVID-19: в аеропорту "Львів" ввели особливий режим. ФОТОрепортаж
<b>70</b>	В Ірані коронавірус "підхопила" віцепрезидентка країни	Світ не готовий до поширення коронавірусу, - глава міжнародної групи експертів ВООЗ	Кабмін призначив заступника міністра охорони здоров'я Ляшка головним санітарним лікарем України
<b>71</b>	Уже четверо українців підхопили новий коронавірус на судні Diamond Princess	Українці в Італії не просять про евакуацію додому через коронавірус, - генконсул Горайнов	
<b>72</b>	В Угорщині футбольного тренера усунули від роботи через можливе зараження коронавірусом	МОЗ створило мультфільми про коронавірус: як уберегтися і що робити. ВІДЕО+ІНФОГРАФІКА	
<b>73</b>	У МЗС Італії поскаржилися на фейкові новини про коронавірус та розповіли, чим це обернулося для країни		
<b>74</b>	Як китайський коронавірус з Уханя шириться планетою. Повна		



	хроніка день за днем		
<b>75</b>	ЗМІ: В Італії коронавірус виявили у професійного футболіста		
<b>76</b>	В Італії повідомили одразу про 75 нових випадків інфікування коронавірусом та ще дві смерті		
<b>77</b>	В "Укрзалізниці" розповіли про план заходів задля профілактики коронавірусу		
<b>78</b>	Іспанський фанат заразився коронавірусом після поїздки до Італії на матч Ліги чемпіонів - Марса		
<b>79</b>	У МОЗ прокоментували заяви про використання в Україні неперевірених російських тест-систем на коронавірус		
<b>80</b>	"Вірус паніки": у ток-шоу "Право на владу" обговорять епідемію коронавірусу		
<b>81</b>	В МОЗ Польщі заявили, що випадок в Лодзі поки не підтверджений, але "коронавірус неминучий"		
<b>82</b>	В Австрії зафіксували новий випадок		

	китайського коронавірусу		
<b>83</b>	Експерти прогнозують обвал світового авторинку через коронавірус		
<b>84</b>	Грузія обмежила сполучення з Іраном після першого випадку коронавірусу		
<b>85</b>	Убивчий коронавірус дістався до Скандинавії: перший випадок зараження зафіксували у Норвегії		
<b>86</b>	Коронавірус в Італії вклав на лікарняні ліжка вже 400 осіб		
<b>87</b>	У США розробили вакцину від коронавірусу. Перше щеплення зробив евакуйований американець з Diamond Princess		
<b>88</b>	У Грузії виявили перший випадок коронавірусу з Китаю		
<b>89</b>	В РНБО назвали групи ризику зараження коронавірусом з Китаю		
<b>90</b>	Нова європейська країна оголосила про виявлення в себе коронавірусу		
<b>91</b>	Екватор обсервації. Евакуйовані з Китаю вже		

	тиждень перебувають у Нових Санжарах - коронавірусу не виявили		
<b>92</b>	У Китаї нахабний чоловік два тижні жив, їв та пив у зачиненому через коронавірус ресторані		
<b>93</b>	"Валенсія" не пустить фанатів "Атланти" на матч Ліги чемпіонів через спалах коронавірусу в Італії		
<b>94</b>	Литва оголосила режим екстремальної ситуації через коронавірус		
<b>95</b>	У МОЗ розповіли, які три області першими отримають тест-системи на коронавірус		
<b>96</b>	Гончарук назвав коронавірус "глобальною проблемою" і закликав не вестися на маніпуляції		
<b>97</b>	Росія припиняє видавати візи іранцям і зупиняє авіасполучення з Південною Кореєю через коронавірус		
<b>98</b>	Для українців створили два мультфільми про те, як захиститися		

	від убивчого коронавірусу		
<b>99</b>	У Львові ввели особливий режим в аеропорту, в ЛОДА виділили 25 млн гривень на захист від коронавірусу		
<b>100</b>	МОЗ визначило у кожній області опорні бази для інфікованих коронавірусом		
<b>101</b>	У Хорватії виявили ще одного хворого на коронавірус, який напередодні їздив до Мілана		
<b>102</b>	МОЗ отримало перші результати тестів евакуйованих з Китаю на коронавірус		
<b>103</b>	В Італії зросла кількість загиблих від китайського коронавірусу. Інфіковано четверо дітей		
<b>104</b>	Не тільки коронавірус. Які хвороби в різні часи атакували планету та чи загрожують вони Україні		
<b>105</b>	У Китаї зняли охоронця, який лякає чоловіка з коронавірусом прийомом кунг-фу		