UKRAINE'S POLITICAL IMAGES IN RUSSIAN ONLINE MEDIA SPACE

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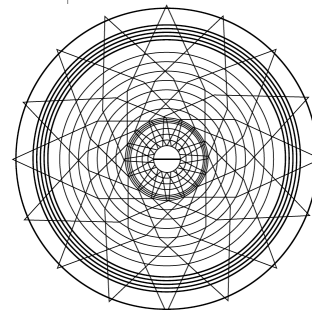MA in Comparative Social Research (Moscow, Russia)
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Abstract:

This study aims at analysing how the Ukrainian conflict changed the discourse structure of the Russian online media space. In this context, different types of the media publications have been chosen as the channel and the main source of informational styles (Thompson 1987; Van Dijk, 1985). This paper considers the representation strategies of political topics from different discourses in the space of internet resources, on the example of various thematic online lifestyle and news media publications: men's and women's magazines, tabloid, lifestyle, pro-government, stakeholders and oppositional. The use of topic modelling and discourse analysis revealed what topics are used or not included in the discourse by the media for the Ukraine representation. The hypothesis suggests that media resources will use different linguistic strategies (style and topics selection) to represent Ukraine in their articles. This concept denies the homogeneity of the media space and states that different information styles and media ideology are significantly changing representation of the strategies. The analysis shows that lifestyle media follows cultural language codes common to their audience, including political discourse about Ukraine through personal stories and issues, such as LGBT rights, popular culture and migration. News media uses the strategies of absent arguments and quotes of those agents that reflect the ideological orientation of this publication. As a result, the study reveals how major political events affect the Russian media space and whether oppositional online outlets manage to maintain an independent position.

Keywords: discourse, media, lifestyle, news, topic modelling, conflict
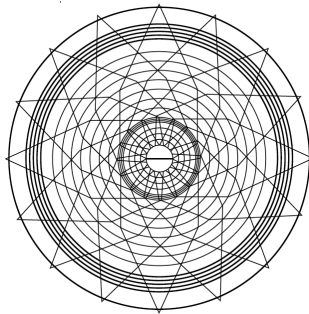
Introduction

From September 2013, the relationship between Russia and Ukraine has changed following Euromaidan, the Crimean conflict and the war in Eastern Ukraine. According to the research on Ukrainian conflict coverage, the Ukrainian crisis (November 2013-2014) turned out to be a widely discussed event that it significantly changed the discourse structure for both conflict parties in the long-term (Lankina & Watanabe, 2017; Hutchings & Szostek 2015; Koltsova & Pashakhin, 2017). This change is particularly reflected in online mass media, one of the main sources of information for people in both countries. Online media occupies an influential position in the media space, forming and changing public opinion. Recent studies of media discourse and power information flows have demonstrated that significant political events undermine the objectivity of news agendas and the neutrality positions of media sources. This study   analyses how the Ukrainian conflict changed the discourse structure representations of Ukraine in Russian media space. Specifically, it aims to explore how media with a different information styles present Ukraine's political images.

In the current study, machine learning methods for text mining were used to analyse how coverage of the same topic differs in two types of outlets: news and lifestyle media. This analysis relies on Thompson's discourse theory that argues that social attitudes, positions of power and cultural frameworks are encoded in language units (Thompson 1987; Van Dijk, 1985). This approach is used to study the language as a mechanism of power and manipulation tactics and as a means of achieving public control through the use of specific language style and vocabulary. News media include online newspapers and radio in which the main goal is to provide information about current social and political events (news). On the contrary, lifestyle media are blogs and magazines aiming to provide entertainment materials, information and commentary on a broad range of topics. The sample includes several categories of media text for the period of Russian-Ukrainian conflict from September 2013 to October 2018. The selected media were categorized according to their self-identification: news media with pro-government and opposition frameworks, lifestyle media with different agendas such as feminism, tabloids, and both men's and women's magazines. The following scope of representativeness of the resources were also considered: the principle of universal access (the materials presented on the site should be free) and the regularity and frequency of the information provided (stable information flow for each resource). News corpus collection was loaded from Integrum database source and includes 4 sources and 120005 articles both published at the same time period. Text corpus for lifestyle media comprises 15 sources and 2719 articles.

I applied methods of computational linguistics in order to track the number and frequency of specific language units (words and their combinations) and change in their usage over time. Topic modelling allowed to reconstruct the broader semantic context around the studied theme (Neuendorf, 2016; Matthes & Kohring, 2008). In addition, this method of analysis was utilized to zoom into the discovered quantitative
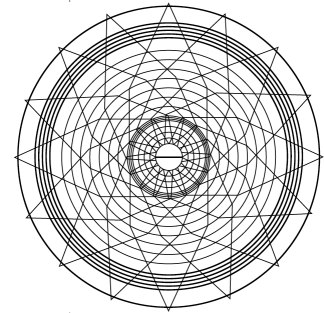
features of the text and uncover the ideas and values of the language codes to capture the regularities of text elements. This mixed-methodology is based on Van Dijk's theory, which includes the study of structural and semantic materials in the context of the actual social processes (Van Dijk, 1999). The analysis of the text corpus was able to conclude which hypothesis can be confirmed. As a result, the study was able to reveal how a major political event affects the Russian media space: whether lifestyle media follow the general power frameworks and oppositional online outlets manage to maintain an independent position.

The theoretical framework of this study is based on the Van Dijk concepts of discourse and power and the relationship to the systematization of discourse structures and strategies. The theory of Van Dijk is based on the fact that discourse, being a social practice, forms the goals and objectives of discursive research in the context of certain social phenomena or events. These topics can be selected as specific genres, such as reports, news, parliamentary debates, lectures, promotional texts, etc. (Van Dijk, 1999). In this case, the classical approach of discourse analysis can be combined with modern tools of language processing to obtain the most accurate results of the study. The justification for choosing theoretical frameworks and methodology of analysis is that ideologies can be discovered through careful reading, understanding, or systematic analysis as we cannot be sure if media produces language explicitly or unwittingly.

Hence, discourse is analysed not only as an autonomous verbal object but also as a contextual interaction, social practice or type of communication in social, cultural, historical or political contexts (Van Dijk, 1999). The description of power structures in the context of discursive research focuses on specific strategies of the power recipient's social reproduction. The media, according to Van Dijk, uses lexical and syntactic forms, as a representative not only of the language palette of language and forms but to express the relationship of power and ideologies of this resource. Van Dijk describes such strategies as polarization, opposition and negative characteristics of external groups, drawing attention to the fact that the media are increasingly using indirect and contextual methods of representation of oppositional or unsupported ideas. Just as racist messages about migrants lead to the formation or reproduction of prejudices and stereotypes, political discourses lead to the cross-cultural social conflicts (Van Dijk, 1985). The influence of the media, through a social and cognitive approach, is reflected in the media and in the relations between different sources of information and audiences (Van Dijk, 1993).

Conflict studies and media

In Rubin et al. work, social conflict is defined as "the categorical difference in purpose, perception or interest between two or more contending parties" (Rubin et al., 1994). Mette Mortensen (2015) also defines conflict through aspects of social reality. The author uses a theoretical approach to interpret the interaction between state, military communication and the media. She uses the term "mediatization" and defines

it as a flexible theoretical framework that allows researchers to use different aspects of public interests and actions in the observation of conflicts (Mortensen, 2015).

The topic of representation of the conflict in the media has been widely examined in social studies. Classical theories of press/government interaction conclude that the range of views presented in the media is limited to those that can be found among the political views of the institution under study (Bennett et al., 2008). Bennett et al. claims that "Information obtained from the administration is challenged by information obtained independently from other sources and presented to the public in coherent and culturally resonant ways" (Bennett et al., 2008: 195). Using the example of coverage of the armed conflict in Iraq during Bush's rule, the authors show how the American media was limited in the strategies of information representation, and further how the political structure of the country (numbers of parties and opposition parties influence) can affect the level of control over the media and the diversity of views.

Thussu & Freedman (2003) also consider in their work the relationship between the government and the media in times of conflict coverage. They analyse the changing patterns of media coverage of the war and assess how cultural and political conditions of coverage of the events around September 11 influenced the coverage of events in American media (Thussu & Freedman, 2003). In addition, Hertog (2000) also presents a case study aiming to investigate how the administration of the press affects the coverage of the Libyan crisis in the United States. Hertog concludes that media governance structures are significant factors in the representation of the conflict. For example, unlike strong strategic support of the administration, the strategy of tactical criticism of the crisis events corresponds to the professionalism of the press (Hertog, 2000).

Jakobsen (2000) analyses the relationships between public pressure and coverage of various phases of the conflict in the media: pre-, during and post-violence phases. The author argues that the media exert significant pressure on the public and the parties of the conflict. Additionally, actors of military operations can also use media as a tool of political pressure (Jakobsen, 2000). Thus, media sources during the conflict become a flexible tool for manipulation. By using strategies of selective coverage of information, the media have the power of having an indirect impact on conflict management. The author concludes that due to the limited range of representation of the facts about the conflict, the impact of media on the conflicts settlement in West was insignificant as many topics and important events of the conflict were ignored by media sources (Jakobsen, 2000).

Koltsova and Pashakhin (2017) argues that in the media coverage of the conflict studies there is a gap in empirical comparisons of the conflicting parties (Koltsova & Pashakhin, 2017). Thus, their research provides a new level of conflict in media understanding by performing the topic modelling analysis of messages from the online news sources of a Russian and a Ukrainian TV channels (Koltsova & Pashakhin, 2017). Using agenda and framing theories to interpret topic modelling output, authors quantitatively prove that the difference in of representation in the news by these two opposition sources is growing with the development of the conflict. The authors also
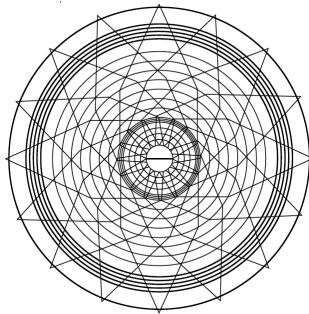
notice that the topic modelling method will allow the opportunity to evaluate news agendas in a comparative perspective and obtain more objective data. The authors also emphasise that one way to reduce the limitations of the study is to combine it with a qualitative analysis of the text.

As part of his research, Watanabe (2017) also uses quantitative text analysis to identify bias of news in communication and media research. Watanabe uses his method in analysing the pro-government bias in a compilation of Ukrainian crisis both in English-language ITAR-TASS news and international news agencies. The analysis shows that media bias is growing after the events that were critical for the image of the Russian government (Watanabe, 2017). Namely semantics of news about democratization and sovereignty of Ukraine and armed conflict in the East of Ukraine. The author claims that the Russian government used the media for international propaganda and justification of its actions. In addition, the mix of research methodology with the inclusion of longitudinal content analysis also allowed to record the spread of fake news in international news agencies, which, according to the author, were subject to false influence of the Russian government in Ukraine (Watanabe, 2017). With some theoretical limitations, this study also shows that quantitative methods, combined with qualitative analysis of the text, allow to reveal the theme of media foreshadowing and fake news from a new side, in particular, objectively show the power of the influence of the political structure of the country on information sources.

Lankina and Watanabe describe the representation of the protest associated with Euromaidan, which was presented in pro-government and oppositional Russian and Ukrainian media (2017). Using the content analysis and personal method of the electronic database of words. The authors show how the media sphere forms opinions and prejudices about political events in a certain linguistic style as chaos and disorder (Lankina & Watanabe, 2017). The authors also claim that there is an informational manipulation of opinions and management of news semantics. In addition, the authors also argue about the role of media in politics, providing a statistical description model of discourse and strategies of the protest's representation in several categories: geographic, keywords, the frequency of words, timing and intensity. Thus, media function as a power source, which with stable information channels and status positions, reproduces dominant or oppositional ideology and priority of the opinion through various linguistic and contextual strategies.

Research methodology

Sample

The following sources with similar frameworks and self-presentation were selected for analysis in the lifestyle media category: the most popular online sources according to Medialogia rating source with the general characteristics and self representation such as: tabloid, men and women's magazines, lifestyle and the feminist agenda. The scope of representativeness of these resources: the principle of
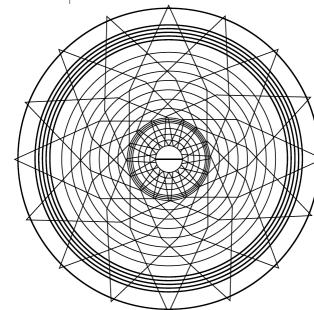
universal access, the materials presented on the site should be free, the regularity and frequency of the information provided, stable information flow for each resource with approximately equal audience coverage, were also considered. The sample included resources available for retrieval in the Integrum database. Nevertheless, some popular political media sources such as Meduza and Dozhd were not included in the sample. The sample contains all articles on the topic of Ukraine and country politics for one period for each resource. The object of analysis is not only an Internet source but also characteristics, positions (description of sources, their goals, and vision of publication in the media), titles, date, and text of the article. The time frame of the research is a 5-year period from September 2013 until October 2018 with keyword ukrain* in 19 selected media sources (for more details see Table 1).

Table 1
Russian lifestyle and news media

| Media	Description	Category
Hello!	News about stars.	tabloid
Snob	One-of-a-kind discussion, information and public space for people who live in different countries, speak different languages but think in Russian.	lifestyle
Afisha	The smartest Russian edition of entertainment and the most fun of the cultural.	lifestyle
Woman.ru	Woman magazine online, designed for stylish, fashionable and confident representatives of the fair sex.	women's magazine
Vogue	Woman magazine about fashion.	women's magazine
GQ	Men's magazine about style, girls, entertainment and culture. Fashion and style edition-business, sports, success stories, fashion, health, travel, women, erotica, cars, and technical innovations.	men's magazine
Buro 24/7	Independent online edition for Millennials about fashion, beauty, culture, travel, media and important trends in modern society.	lifestyle
Cosmo.ru	International women's magazine. The content includes articles about relationships and sex, health, career, self-improvement, celebrities, as well as fashion and beauty.	women's magazine
ELLE	The official website of the magazine №1 about fashion.	women's magazine
SPb Sobaka	A unique brand with a 17-year history and the largest Federal network of urban lifestyle and fashion publications.	lifestyle
Maxim	The site of the most popular Russian men's magazine. A guide to the world of men's fantasies, ideas and heroes.	men's magazine
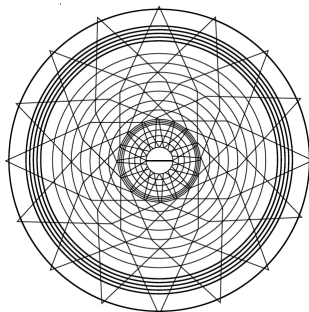
OK!	News about stars, beauty, health, and culture.	tabloid
Spletnik	The leader among observers of social life in Russia.	tabloid
Wonderzine	Online edition for young, energetic and free-thinking women, whose sphere of interests extends far beyond fashion, beauty, relationships, and social Chronicles.	women's magazine
The Village	City internet site that tells about cultural and social life, entertainment, services, food and people in Moscow, St. Petersburg and other cities.	lifestyle
Kommersant	Russian daily socio-political newspaper with an enhanced business unit.	stakeholder
Vesti.ru	The Russian Federal state news channel.	pro-government
Novaya Gazeta	Russian socio-political publication is known for investigative journalism.	opposition
Echo.msk.ru	Russian round-the-clock information and conversation radio station.	opposition

Topic modelling

The Structural Topic Model (STM) was used in the current research as the method of topic generation as it allows to generate topics from a large number of texts and evaluate the relationship between the themes and contents of the topics (Chandelier et al., 2018). Chandelier et al. also notes that STM provides a better understanding of the context and dynamics of social representations through comparison of topics and their visualization (2018). The topics were defined as a cluster of concepts or cultural constructions and prove that the framework of the topic can be operationalized as a topic (Ylä-Anttila et al., 2018). Based on the Ylä-Anttila et al. research methodology conducted, the several stages of interpretation frames are: 1) determine the most successful model after several interactions with different number of topics 2) operationalization of the topics based on the top of the most significant words and examples of texts where these topics were found. Topics were assigned labels based on 20 common words in each of them (Pashakhin, 2016; Ylä-Anttila et al., 2018). The limitations of this methods include problems of framing and labeling topics and the lack of statistical methods for their verification (Pashakhin, 2016). In addition, in the qualitative media research comprise the problems of the lack in the quality metric that closely matches human judgment in understanding the topics and the need to specify the subtopics that a particular qualitative study may be most interested in (Nikolenko et al., 2017)

Qualitative analysis

In discourse studies, it is also necessary to determine which discourses are used to recreate concepts and how they are formed in global discourse. Using big data
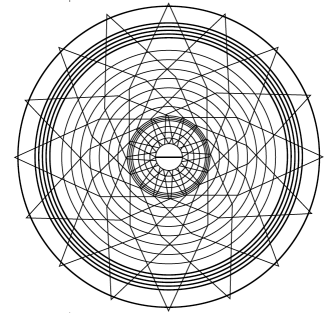
samples, discourse analysis also includes the concept/aspect of language- in-use. Thus, it mediates and constructs our understanding of social reality (Starks, 2017). The main goal of the qualitative part of the research was to find out which key elements of the text tell us about the media strategies of conflict representation and how in these stories the conflict, politics, and individuals are described. The qualitative content analysis is comprised of the description of semantics, meanings and possible ways of making them available to the individuals. The discourse analysis scope of the research also includes fixation of social aspects and the following discourse personalization strategies: actions and relationships, decoded beliefs, attitudes and personal stories (Fairclough, 2003). Moreover, the research included an additional level of discursive frameworks, which are presented in three different types of social practices: genres (ways of acting), discourses (ways of representing) and styles. Thus, the data of the methodological basis of discourse description will be used in this work for the primary analysis of media structures. Thus, the analysis of the (in)direct context, fixation of lexical strategies of representation topics were considered in the framework of the media resource (Holsti, 1969; 2003; Talbot, 2007).

Discourse structure: themes, actors and codes

The method of thematic modelling allows setting the number of topics that are hidden in the collection of documents (Roberts et al., 2015). STM method was used to identify text patterns and their further interpretations using the most common words (15 to 20 most frequent words) in each individual topic and examples of the texts articles that were most representative of each topic. In order to improve model's validation and interpretation (DiMaggio et al., 2013), for each sample there were several interactions of models with different number of topics 5, 10 and 15 for lifestyle publications and 20, 25 and 30 for news. Thus, the result of the semantic validation of the model showed that the most acceptable number of topics for lifestyle media are 10 topics and 20 for news. For improving the model, the method of the semantic coherence analysis was used. The Figure 1 visualise the most meaningful models, with 10 and 20 topics for each media group: lifestyle and news media respectively. As a part of the external validation, model output was verified according to the timeline of the events connected with the Ukrainian crisis and policy of both countries in conflict (DiMaggio et al., 2013).

Figure 1 also show the proportion of the discourse for each type of media throughout all the corpus. For lifestyle publications the most common topics are Eurovision, fashion, music, culture and emigration. For news media: political relations with the European Union, the War in Donbass, detentions and security services, Ukraine's domestic policy and Crimea.
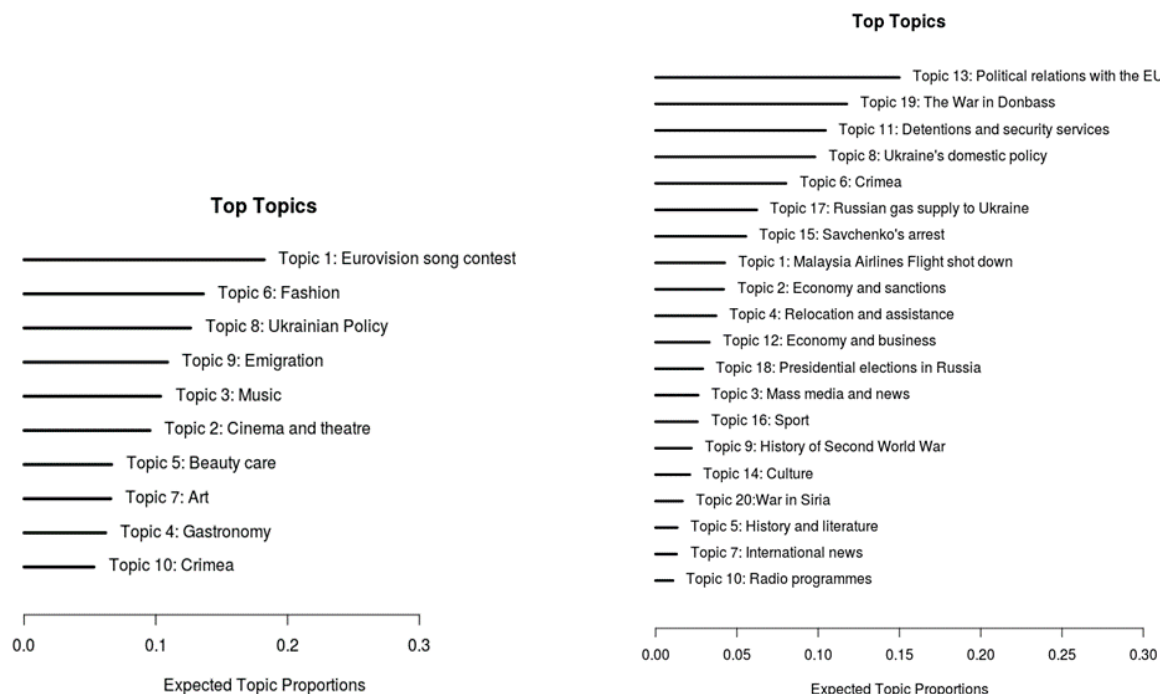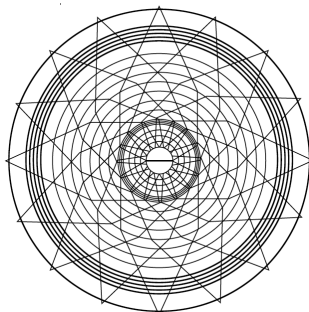
Figure 1. Expected topic proportions of lifestyle and news media topics

In order to demonstrate the topic's content within this set of documents and show how these topics have changed over time, each topic has been visualised in a comparative perspective of different media types. This method allows to visualize an interaction (which was included in estimate effect of the model) between covariates: year (entered linearly) and media category. Figure 2 shows that both lifestyle media tabloid and women's magazine tend to speak more about fashion than other categories that proves the primarily results of the topics prevalence by frequency of words. Ukrainian policy was discussed more by lifestyle media, tabloid and men's magazines with a significant increase in the proportion of the topic from 2016 to 2017, and 2017 and 2018 respectively. Moreover, the emigration topic is equally argued by all the categories media with significant decrease in the middle of 2016 and rise in the middle of 2017. Discourse about Crimea is tending to be diminished in salience over all period by lifestyle media and women's media and more vividly discussed by other categories with a pick in the middle of 2014.

In addition, Crimea is discussed in news media in roughly the same way among all categories, with a notable fascination after 2014 (Figure 3). Ukrainian domestic policy in the period from 2013 to 2014 and from 2015 to 2016 is more discussed in the opposition media. In the period 2014 to 2018, pro-government and stakeholder media discuss this topic in heavy detail. In comparison with lifestyle media, news media discuss cultural events less, but at the same time in comparison between categories, opposition media are less likely to include this topic in the information flow. Further, it
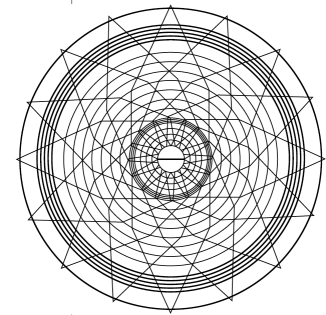
is worthy to note that political relations with the European Union are more often discussed in the opposition media throughout the time, as well as the war in Donbass, detentions and security services topics with big jumps in the period from 2013 to 2014.

Taken together, these results suggest that there is a difference in topic representations between media categories and types. In lifestyle media, categories of men's and women's magazines differ significantly in the proportion of discourses in comparison with tabloid and lifestyle. In the news media, opposition media is also significantly distinct in the discourse around events related to Ukrainian politics and conflicts with Russia.
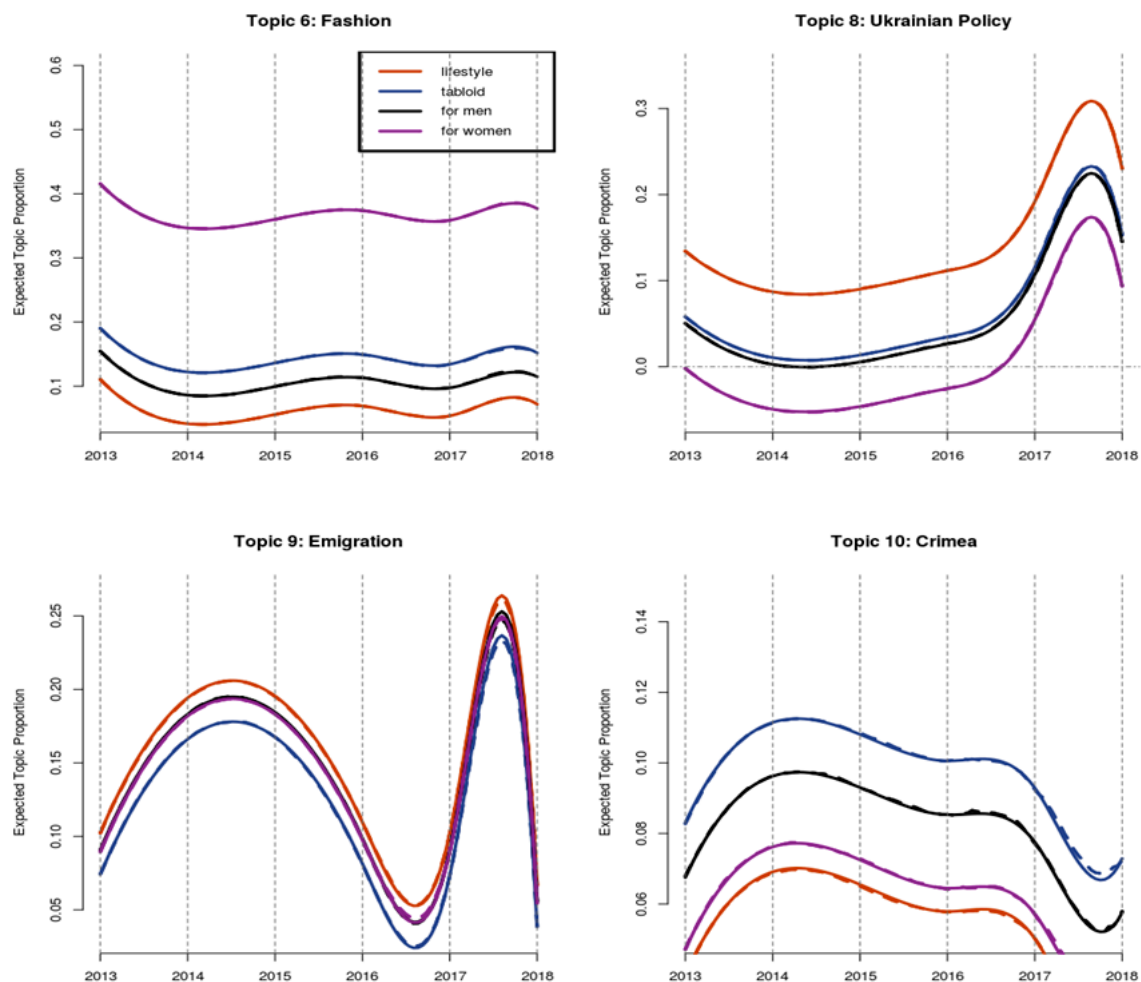

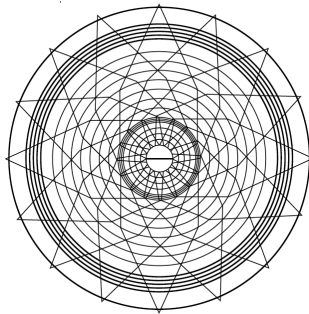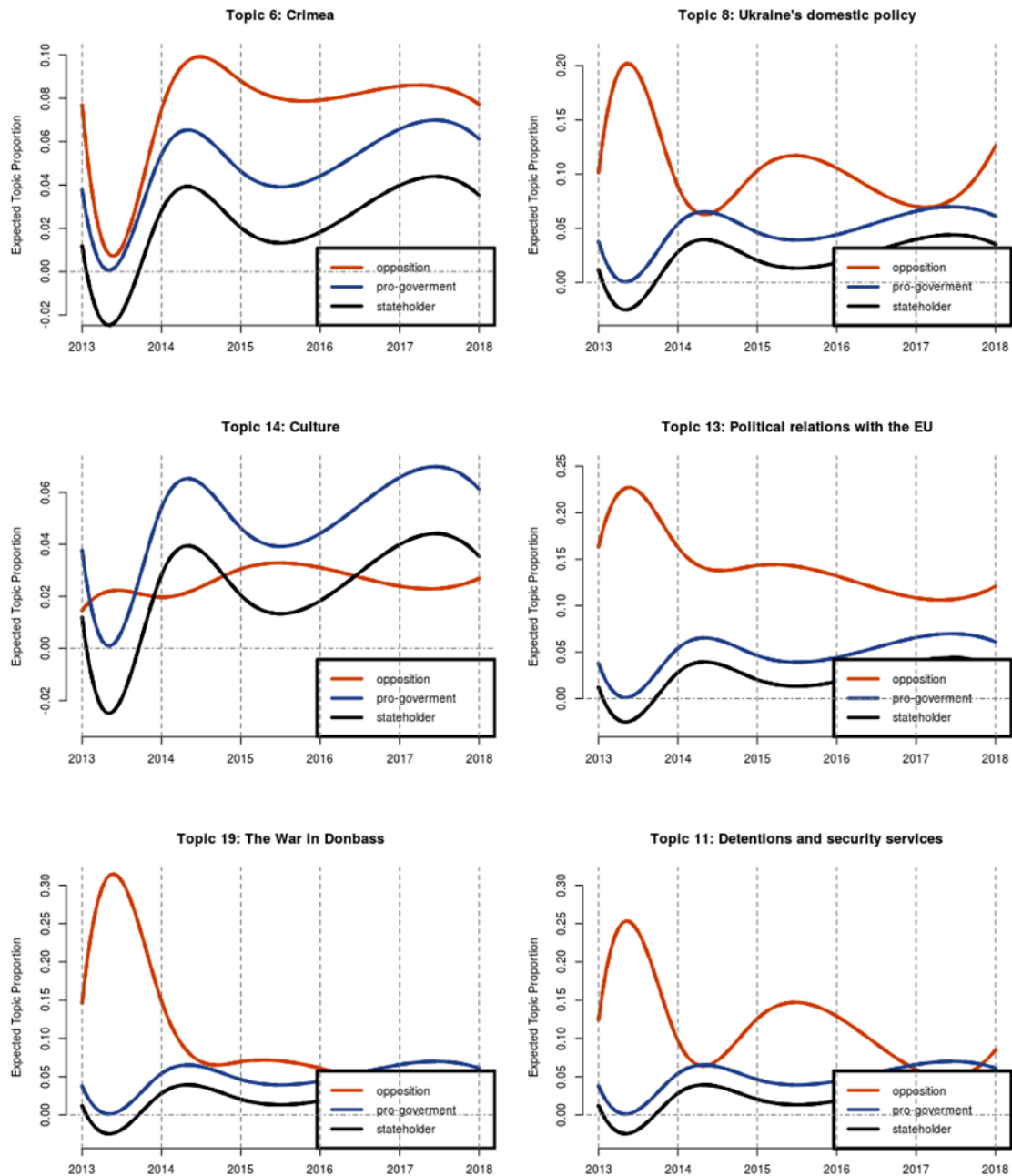**Figure 2. Expected topics proportion over time for lifestyle media**

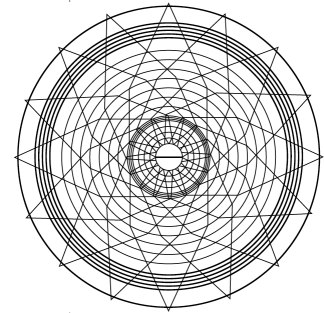**Figure 3. Expected topics proportion over time for news media**

Lost connections and semantic "icebergs"

According to Van Dijk, the analysis of the unspoken and "lost connections" between concepts and statements, as well as semantic "icebergs" in the text are also an important aspect of the study of the media power attitudes (Van Dijk, 1985). In the

context of this study, the missing topics, which are partially or not represented in the media during the active period of its discussion, indicate the discrepancy between the concept of the publication and its ideology. It follows that media resources which utilise references and cover discourse on sensitive topics in a broader context, use strategies of full discourse representation in order to cover the information as much as possible and to introduce the audience in full to all the details and events of the discourse.

Specific media outlets that position themselves as lifestyle orientated (Snob, Daily Afisha) more often and more extensively covering the conflict and the problem of public resources with a specific audience, such as Maxim, Wonderzine, and GQ coverage of the sampled cases less frequently citing other sources or miss the topics entirely from the news stream. In addition, it was also revealed that the media publications, which are presented as women's magazines (Woman.ru, Vogue, Cosmo.ru, ELLE, Wonderzine), cover the political events about Ukraine, primarily with a noticeable difference in the frequency and number of articles. Wonderzine is known for its direct opposition political orientation (feminist, liberal and western), and often covers the problems in Ukraine by using emotionally coloured vocabulary in addition to critically assessing various segments of society, political and public figures. This media source incorporates its ideas into the discourse around the events in Ukraine: first, it briefly covers the theme of fashion (as well as other publications in the category of women's magazines/fashion) and presents the reader with positive and enthusiastic codes about Ukrainian fashion and social life. Secondly, the publication includes the news agenda, news about the rights of the LGBT community, which are actively supported in Ukraine now, contrasting with Russia, where this issue has less support. Third, if the media includes the problems of the political image of Ukraine, it does so through certain specific topics, such as surrogate motherhood, sex work etc. Fourth, the publication also supports the activist agenda of the Ukrainian radical movement "Femen". Thus, forming for the reader a completely different image of Ukraine and its political life (a small portion of it) conveyed through their attitudes and beliefs.

Vesti.ru and Kommersant in the context of discourse (which also includes political agents) present information in a single concept of reconciliation and consent of the parties, which covers only a small part of the discourse and does not affect the opposing opinions and ideas of other parties. These findings suggest that media strategies, which have clear boundaries of the ideological framework, are the representation of sensitive topics in the narrow context of the solution and content of the problem. This provides to the audience more complete ideas and codes which do not include additional or oppositional information about the topic, the media limits the reader to the range of subjective interpretation and decoding of events. In publications with lifestyle attitudes (discussion space, entertainments, fashion, city), the most frequently using the quotes of the parties to the conflict opposed by the government or by certain politicians are not used in their own negative contexts. Thus, these media, which are neutral and do not apply any special enhanced strategies in presenting problems in Ukraine.
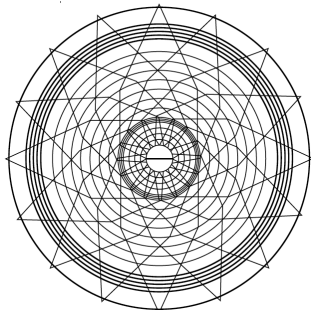
As a result, the media has chosen strategies of the representation of one topic within the framework of their ideological opposition to the publication (Buro 24/7, SPb Sobaka, The Village) and includes the direct speech of the discourse agent, which will form the audience a rather natural opinion about political conflict. This discourse more often represents views which are not supported by the ideological framework of the government. It was also noteworthy that there were no quotes from the political opposition in the discourse of these publications. Thus, excluding from their discourse and information flow opposing views, these media outlets enhance the effect of broadcast ideological beliefs.

Conclusion

In this study, the methods of critical discourse analysis and the conceptual theoretical framework of sociolinguistics contribute to the understanding of sensitive political themes represented in the Russian online media and describe how modern informational culture forms social relations and norms in society. The significant role of additional factors such as sensitive and political patterns in public discourses is primarily due to social reactions, which differ from each other but are combined into the common normative discourse. The use of both qualitative and quantitative methods of analysis allowed to reveal the basic concepts that form a discourse about political image of Ukraine, as well as to identify the importance of participants and objects of discourse at different levels in addition to a social context.

As a result of the analysis, the hypothesis that significant differences exist in the representation of sensitive topics in different media sources was partially confirmed. The study reveals that lifestyle outlets incorporate more general codes into their strategies, applying a strategy of detachment and neutrality, covering in their information flow different parties and opinions about the problem. Additionally, in the entertaining publications predictive strategies were used. These types of publications are focused on neutral or personalized codes, providing the public with emotionally coloured lexical constructions and leaving the audience to evaluate judgments. In addition, lifestyle and media with a specific audience (men and women) are focused on individualisation and appeal to certain segments of the population, which are able to read linguistic codes within the framework of the presented ideology.

Comparing thematic blocks within a variety of different, contrasting publication, the analysis showed that the news media use similar strategies of representation of sensitive topics. These strategies of absent arguments are weak, due to the usage of quotations and the inclusion of direct opinion of the participants in the discourse. The authors of the articles do not express their opinions but include quotes of those agents that reflect the ideological orientation of this publication. By personalising the text and bringing individuals to the forefront of discourse, the media form images and beliefs based on the primary sources in the audience. Analysing the content, it was found that resources with a clear oppositional orientation exclude from the discourse topics that contradict the policy of their media, for example, quotes from
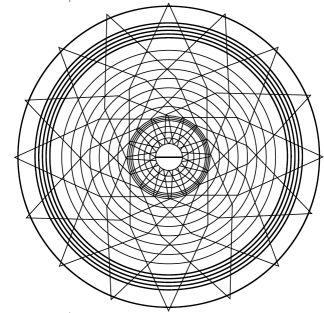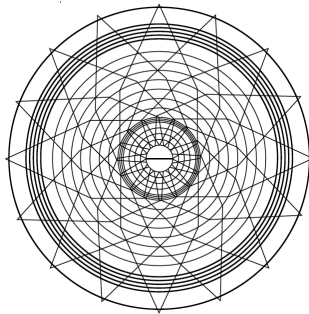
representatives of opposition parties or opinions of a competing party in the negative context of the article.

It was also revealed that both media types: news and lifestyle use a strategy of complete elimination of discourse from the information flow. Thus, identification of the discourse' main topics in a comparative perspective revealed that it is the media strategy of certain topics exclusion from the discourse. That allows media with different informational style adjust to employ different representational techniques which are specific to them. As a result, the study reveals how major political events affect the Russian media space and oppositional online outlets covering alternative to pro-government media topics manage to maintain an independent position.

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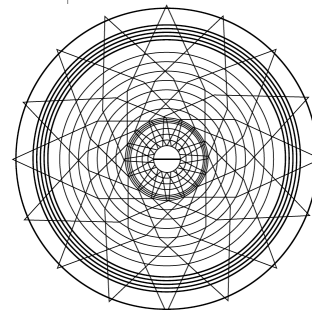
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Ylä-Anttila T., Eranti V., Kukkonen A. Topic Modeling as a Method for Frame Analysis: Data Mining the Climate Change Debate in India and the USA. – 2018.
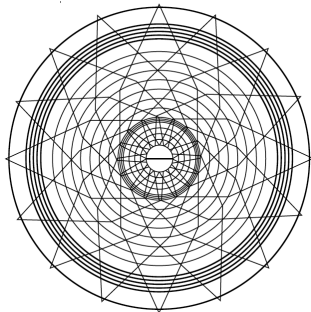
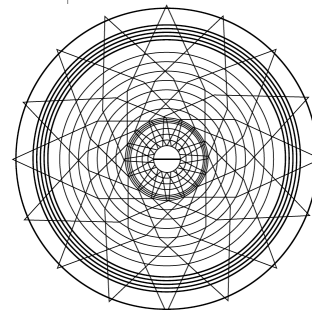# ПОЛИТИЧЕСКИЙ ОБРАЗ УКРАИНЫ В РОССИЙСКОМ ОНЛАЙН-МЕДИАПРОСТРАНСТВЕ

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Аннотация:

В данном исследовании рассматривается то, как украинский конфликт изменил структуру дискурса (Van Dijk 1985) российского медиапространства. В этом контексте в качестве канала и основного источника различных информационных стилей были выбраны публикации в современных российских СМИ (Thompson 1987). В данной статье рассматриваются стратегии репрезентации политических тем в различных дискурсах медиапространства российских интернет-ресурсов на примере ряда тематических интернет-изданий: мужских и женских медиа, таблоидов, лайфстайл, проправительственных, заинтересованных сторон и оппозиционных. Исследование включает временные рамки активного конфликта между двумя странами с начала Майдана в сентябре 2013 года до событий октября 2018 года. Коллекция новостного корпуса была загружена из базы данных «Интегрум» и включает в себя 4 медиа и 120 005 статей, текстовый корпус для лайфстайл-медиа включает в себя 15 источников и 2719 статей. В результате тематического моделирования и дискурс-анализа было выявлено, какие именно темы используются или не включаются в дискурс для репрезентации Украины. Гипотеза предполагает, что медиаресурсы будут использовать отличные друг от друга лингвистические стратегии (выбор стиля и тематики) для представления политического образа Украины в своих статьях. Эта концепция отрицает однородность медиапространства и утверждает, что СМИ используют различные информационные стили и идеологии, которые значимо меняют представление о конфликте у публики. Анализ показывает, что лайфстайл-СМИ следуют культурным языковым кодам, общим для их аудитории, предоставляя политический дискурс об Украине через личные истории и проблемы, такие как права ЛГБТ, популярная культура и миграция. Новостные СМИ используют стратегии, в которых отсутствует аргументация, включены цитаты тех акторов дискурса, которые отражают идеологическую направленность данной публикации. В результате исследования выявлено, как крупные политические события влияют на российское медиапространство и каким образом оппозиционные интернет-издания, освещающие альтернативные проправительственным СМИ темы, пытаются сохранять самостоятельную позицию.

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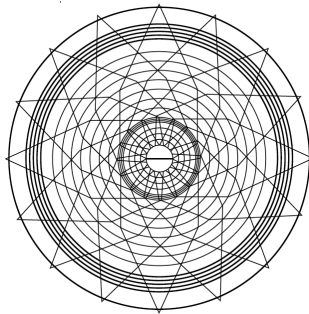
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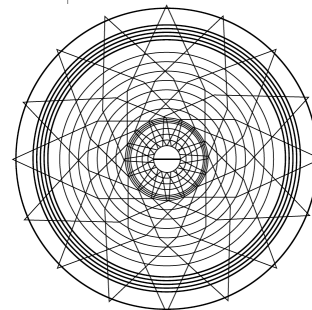
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