

## **THE ROLE OF MEDIA LINGUISTICS IN SHAPING UKRAINE'S INTERNATIONAL IMAGE: DISCOURSE STRATEGIES AND COMMUNICATIVE PRACTICES**

In the context of growing global interconnectedness, the international image of a country has increasingly been formed through media representations. The linguistic tools and communicative strategies employed in media discourse have been acknowledged as key instruments in the construction, promotion, and negotiation of national identities on the global stage. In this regard, the theoretical and methodological potential of media linguistics has been actively utilized to analyze and influence how Ukraine is perceived by international audiences.

In recent years, Ukraine's visibility in international media has been significantly heightened due to socio-political, military, and humanitarian events. Consequently, the country's image has been shaped not only through traditional diplomatic narratives but also through media framing and discourse practices. Particular attention has been paid to the lexical, syntactic, and rhetorical means used in news reports, interviews, opinion pieces, and social media campaigns.

The focus of this paper is placed on the analysis of media texts in English that have contributed to the shaping of Ukraine's image since 2014, with special emphasis on the post-2022 wartime context. The methodology of media linguistics, which combines discourse analysis, pragmatics, and sociolinguistics, has been applied to explore the recurring discursive patterns and communicative strategies.

A corpus of media texts from such outlets as *BBC*, *CNN*, *The Guardian*, and *The New York Times* has been studied. The texts have been analyzed with regard to their lexical choices (e.g., connotations of key terms such as «resistance», «resilience», «freedom»), syntactic constructions (passive voice, nominalizations), and framing strategies (e.g., victim versus hero narratives). Particular attention has been paid to the metaphors used to conceptualize Ukraine's struggle and identity, as metaphors are considered powerful tools for shaping public perception.

It has been found that Ukraine is frequently portrayed through personification and emotional intensification, which contributes to the creation of a strong, morally justified image. The use of contrastive framing – Ukraine vs. Aggressor – has been widely applied. These strategies are often supported by multimodal means, including visuals and video content, which reinforce the verbal messages.

Moreover, the communicative practices of Ukrainian public figures, such as the President's speeches and social media addresses, have been systematically disseminated and reframed by international media. These practices have been characterized by clarity, emotional appeal, and inclusive language. The strategic use of English in such communications has also played a significant role in building a direct link with global audiences.

It has also been observed that the narratives created by international media are not always homogeneous. Depending on political orientation, cultural background, and target audience, different interpretations of events and identities are promoted. Therefore, the analysis of discursive strategies must be context-sensitive and culturally aware.

Thus, the role of media linguistics in this process cannot be underestimated. By providing tools for critical analysis and understanding of mediated discourse, media linguistics contributes to both academic inquiry and practical recommendations for improving Ukraine's image abroad.



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**INTERNATIONAL AND INTERCULTURAL COMMUNICATION  
IN SHAPING UKRAINE'S IMAGE:  
DEVELOPMENT STRATEGIES**

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**Міжнародна і міжкультурна комунікація у формуванні іміджу України: стратегії розвитку:** зб. матеріалів Міжнародної наук.-практ. конф. Київ, 01 травня, 2025 р. Київ: Міленіум, 2025. 178с.

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Видання розраховано на науковців, викладачів, аспірантів, студентів.

The collection is compiled on materials of the International scientific and practice conference «International and intercultural communication in shaping Ukraine's image: development strategies» a held by the Department of Philosophy and International Communication of the Faculty of Humanities and Pedagogy of the National University of Life and Environmental Sciences of Ukraine. All the materials are synchronized with the guidelines of the conference.

Forscientists, lecturers, postgraduates, students.

**Редакційна колегія:**

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