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## Quantitative analysis of mass media impact on information processing: the example of crisis in Ukraine Topics presenting in selected Slovak newspapers

**Abstract.** Mass media play a significant role in providing recipients with social reality in the current society. The economic power of the public media is in creation of the media, political and public agenda. The purpose of this study is to investigate the economic factor involved in information processing in the Slovak mass media in one of the most publicized foreign policy issues in the first half of 2014 – the crisis in Ukraine. Ukrainian opposition protests against President Viktor Yanukovich and the subsequent crisis in the Crimean Peninsula caused a crisis, which is not only known beyond the boundaries of Europe but has gradually involved in tackling various world powers, and is currently being developed into a trade war with implications for the entire world. Readers of daily newspapers in Slovakia were sufficiently informed about the crisis in Ukraine, which became one of the most frequently published foreign policy issues in the first half of 2014. The newspapers, however, presented poorly balanced views to readers on the Ukrainian opposition protests against Viktor Yanukovich, the former President of Ukraine. It resulted from the current research study that offers quantitative analysis of foreign intelligence with the theme of the crisis in Ukraine in selected Slovak newspapers *Hospodarske noviny* (Economic News), *Daily Pravda*, *Daily SME* from 10 February 2014 to 9 March 2014.

**Keywords:** Mass Media; Globalization; Economic Factor; Crisis in Ukraine; Slovakia

**JEL Classification:** F50; F68; Z11

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#### Количественный анализ влияния масс-медиа на представление информации:

##### пример освещения темы кризиса в Украине словацкой прессой

**Аннотация.** Средства массовой информации играют важную роль в формировании социальной реальности в современном обществе. Экономическая мощь СМИ заключается в создании политической, деловой и общественной повестки дня. Целью данного исследования было изучить экономический фактор, учитывающийся при обработке информации СМИ Словакии и освещении одного из самых главных вопросов внешней политики первой половины 2014 года, которым стал кризис в Украине. Протесты украинской оппозиции против Президента Виктора Януковича и последующая аннексия полуострова Крым Россией создали кризис, который не только широко известен за пределами Европы, но и постепенно начал влиять на решения различных мировых держав, а в настоящее время перерос в торговую войну с последствиями для всего мира. Читатели ежедневных газет в Словакии были достаточно информированы о кризисе в Украине, который стал одним из самых освещаемых прессой вопросов внешней политики первой половины 2014 года. Газеты, однако, представили плохо сбалансированные взгляды читателей на ситуацию в Украине. Этот вывод подтвержден представленным в статье научным исследованием – количественным анализом медиа-информации на тему кризиса в Украине в отдельных словацких газетах в период с 10 февраля по 9 марта 2014 года.

**Ключевые слова:** СМИ; глобализация; экономический фактор; кризис в Украине; Словакия.

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#### Кількісний аналіз впливу мас-медіа на представлення інформації:

##### приклад висвітлення теми кризи в Україні словацькою пресою

**Анотація.** Засоби масової інформації відіграють важливу роль при формуванні соціальної реальності в сучасному суспільстві. Економічна потужність ЗМІ полягає у створенні політичного, ділового та громадського порядку денного. Метою цього дослідження було вивчити економічний чинник обробки інформації ЗМІ Словаччини у випадку одного з найбільш розрекламованих питань зовнішньої політики в першій половині 2014 року – кризи в Україні. Протести української опозиції проти Президента Віктора Януковича й подальша анексія півострова Крим Росією створили ситуацію, яка не лише широко відома за межами Європи, але й поступово почала впливати на рішення різних світових гравців, а нині переросла в торгову війну з глобальними наслідками. Читачі щоденних газет у Словаччині були досить добре інформовані про кризу в Україні, яка стала одним із найвідоміших питань зовнішньої політики в першій половині 2014 року. Газети, проте, представили погано збалансовані погляди читачів на події в Україні. Цей висновок підтверджує представлене в статті наукове дослідження – кількісний аналіз медіа-інформації щодо теми кризи в Україні в окремих словацьких газетах у період з 10 лютого по 9 березня 2014 року.

**Ключові слова:** ЗМІ; глобалізація; економічний чинник; криза в Україні; Словаччина.

**Introduction.** It is not a secret that most of today's mass media are owned by private companies, which develop their products primarily according to market behaviour. Brian McNair (2004) [1, 112] argues that the journalistic text must be in subjection to marketing restrictions within the changed value (price), which derives from income and profit. «If the media owner is committed to advertising, the advertiser is required to deliver the audiences of the same quality and quantity in order to obtain the maximum price for the area.» Even Umberto Eco (1995) [2, 54], a leading theoretician of semiotics, understands media activity as a part of the mass culture, and, according to

him, «mass culture is produced groups that are in the hands of economic power and which want to earn on it.» Tadeusz Zasepa (2002) [3, 157] thinks that the press which is focused on earnings is associated with a need to fight for financial resources of its consumers by means of communication. Thus, it orders newspapers to take the risk and fulfil consumers' wishes because such are the demands of the particular segment of the newspaper market.

**The main objective of the research** is to analyze the evolution of published reports about Ukraine in selected nationwide dailies, such as *Hospodarske noviny* (Economic News), *Daily*

Pravda (Dailu Truth), Daily SME from 10 February 2014 to 9 March 2014.

One of the secondary research objectives is to determine how many of the posts with the theme «Ukraine» were put on the front pages of the abovementioned newspapers.

We have analyzed the placement of published reports about Ukraine in the contents of selected journals.

Another secondary objective is to analyze people who were made public in the published reports touching upon the Ukrainian theme.

**Choice of material.** The refusal of the Government Delegation for Ukraine to sign at the EU Vilnius Summit on 29 November 2013 the Association Agreement and a Deep and Comprehensive Free Trade Area Agreement with the European Union is considered to be the event that triggered the modern Ukrainian crisis. [4] That refusal and the desire to deepen economic cooperation with neighbouring Russia [5; 6] provoked a wave of criticism in the country and the next day, 30 November 2013, protests erupted in Kiev, where 79 people were injured. [7] The protests continued in the following days, when Independence Square, which is also known as Maidan (literally: a square), was occupied with thousands of protesters in support of Ukrainian opposition and the resignation of the government of President Viktor Yanukovich. The protests came to a head on 18 February 2014, when the government district in Kiev had experienced a bloody clash between riot police and demonstrators. [8] The streets were full of hard struggle and national mourning despite the agreed ceasefire in the central square of Kiev on 20 February 2014, when the Ukrainian police used live ammunition. [9]

Protests in Ukraine were not calm, even after deposing President Viktor Yanukovich on 22.02.2014; the Ukrainian crisis continued with the events on the Crimean Peninsula and the shooting down of a Malaysian Boeing 777, on 17 July 2014. The crisis in Ukraine also had an impact on the May elections to the European Parliament (Janas, K., & Kucharcik, R., 2014) [10]. Next, we will discuss research events during the appeal of the Ukrainian president.

We have conducted the present research on several levels including identification of the research period, as well as the selection of the mass media.

Deposing of Ukrainian President Victor Yanukovich on 22 February 2014 and the events preceding it are considered to be a watershed moment in the context of the current crisis in Ukraine. We decided to analyze events in the Slovak dailies two weeks before and two weeks after the recall of President Viktor Yanukovich. We established a total period of four weeks in which we implemented a content analysis of selected Slovak newspapers. We rely on the argument of Maxwell McCombs (2009) [11], by which it can be assumed that the time needed to transfer the media agenda to the public agenda is usually between four and eight weeks.

At the level of media support, we focused on print media, namely newspapers, as well as information about foreign policy. We made this choice because of the experience of M. McCombs (2009) [11], who says that dailies have more capacity compared with television because people who read newspapers usually have more time to get acquainted with the newspaper agenda. In 2014, Slovakia had 11 daily newspapers, 9 of which were nationwide periodicals and the other two were of a regional scope [12].

We focused on the best-selling Slovak newspapers, such as *Hospodarske noviny* (Economic News), *Novy Cas* (New Time), *Dennik Plus Jeden den* (Plus One Day Daily), *Pravda* (The Truth), *SME*. They were selected according to the results of the Office for Costs of Printing Verification ABC SR. [13]

**Research method.** As part of the intelligence analysis of media content in private press, we analyzed the text in terms of social representations. In the research, we primarily applied a specific method – content analysis of the text developed by Bernard Berelson in the forties of the 20th century. Berelson defined content analysis as a research method that allows an objective, systematic and quantitative description of the manifest content of the text (L. Gulova, & R. Sip, 2013) [14]. The pro-

cedure introduced by Berelson is used for the analysis of newspaper and radio reports or speeches of statesmen. (T. Trampota, & M. Vojtechovska, 2010) [15]

The authors led by Winfried Shultz (2004) [16] defined content analysis as a quantitative research method for a systematic and inter-subjectively verifiable description of communication content based on scientifically proven questioning. V. Smekal (in: Marsalova, et al., 1990) [17] considers the method of content analysis as a technically sophisticated process of analyzing the results of human activity: «It is a personal analysis of available documents and materials that goes beyond merely describing, subjective interpretation. However, aim for objectivity, accuracy and validity check.» Miroslav Disman (2011) [18] said: «Content analysis is a quantitative, objective analysis of the content of any kind.»

When we use quantitative content analysis, text content elements are quantified according to their frequency, rank or degree. When we apply quantitative analysis of the content of the text, which itself is qualitative (words, phrases, themes) converted to a quantitative measure. Quantitative content analysis of the text is also called quantitative semantics. (Gavora, 1997) [19]

The term *content analysis* was created within the main stream of positivist inquiry, which considered reliable only manifested text analysis, which is contrary to with interpretative analysis. While manifest analysis examines only the representational aspect statements, limited to the qualifications of surface features of the text, interpretive analysis also includes the implicit meaning of the text. (Plichtova, 2002) [20] The aim of interpretive text analysis is more holistic and intuitive compared with descriptive-quantitative analysis [20]. We applied content analysis with the quantitative approach primarily for the descriptive and interpretative parts.

As a part of the research, we have studied the following key categories of evaluation:

1. A number of reports about Ukraine published in the newspapers.
2. Placement of reports about Ukraine on the front pages of the newspapers.
3. Sections of the published reports about Ukraine in the contents of the log.
4. People's profiles in the published reports about Ukraine in the newspapers.

**Results and Discussion.** Within the implementation of the research, we, firstly, processed the statistics concerning the development of the number of messages with themes related to the crisis in Ukraine in the analyzed nationwide dailies in the period from 10 February 2014 to 9 March 2014 (see Table 1).

Then, we analyzed the data related to the evolution of the occurrence of contributions to the topic of Ukraine during the mentioned period on the front pages of chosen newspapers as they are in the focus of readers' greatest attention (see Table 2).

Next we considered the placement of published articles about Ukraine in the contents of the monitored nationwide dailies, namely within specific rubrics (see Table 3).

And finally, we analyzed people who were made public in the reports about Ukraine in various newspapers in the period from 10 February 2014 to 9 March 2014. It should be noted that no matter how many times a person has been mentioned in one article or in multiple articles within a single journal issue, for every day we saw it only once. (see more in Tables 4-6).

**Discussion.** In the period from 10 February 2014 to 9 March 2014 we analyzed nationwide dailies (*SME*, *Pravda*, *Hospodarske noviny*) with a total record of 314 messages with subjects linked to the crisis in Ukraine. Total number of posts to the topic of Ukraine occurred in three coherent waves that were separated on the day when there was no incidence of messages in the period from 19 to 22 February 2014, then in the period from 24 February to 1 March 2014 and in the period from 3 March to 8 March 2014. The highest number of reports for all the three newspapers was recorded on 3 March 2014 (a total of 35 posts).

If we look at the evolution of contributions for individual newspapers, it is clear that most messages with the subject of

Tab. 1: Number of published reports about Ukraine in the newspapers

Date	Hospodárske noviny	PRAVDA	SME
10.2.2014	0	0	0
11.2.2014	0	0	0
12.2.2014	0	1	0
13.2.2014	0	0	1
14.2.2014	0	2	0
15.2.2014	0	0	0
16.2.2014	0	0	0
17.2.2014	0	1	2
18.2.2014	0	0	0
19.2.2014	1	1	4
20.2.2014	13	5	10
21.2.2014	6	5	12
22.2.2014	0	8	13
23.2.2014	0	0	0
24.2.2015	10	9	9
25.2.2014	4	7	5
26.2.2014	2	2	5
27.2.2014	0	4	5
28.2.2014	6	4	7
1.3.2014	0	5	3
2.3.2014	0	0	0
3.3.2014	12	8	15
4.3.2014	7	9	14
5.3.2014	8	8	11
6.3.2014	5	8	11
7.3.2014	1	8	7
8.3.2014	0	4	6
9.3.2014	0	0	0

Source: Own processing of field research documents at the University Library in Bratislava

Tab. 2: Incidence of highly publicized reports about Ukraine on the front page of newspapers

Date	Front page of Daily SME	Front page of Daily PRAVDA	Front page of Daily Hospodárske noviny
10.2.2014	0	0	0
11.2.2014	0	0	0
12.2.2014	0	0	0
13.2.2014	0	0	0
14.2.2014	0	0	0
15.2.2014	0	0	0
16.2.2014	0	0	0
17.2.2014	1	0	0
18.2.2014	0	0	0
19.2.2014	1	0	0
20.2.2014	1	1	1
21.2.2014	1	1	1
22.2.2014	1	1	0
23.2.2014	0	0	0
24.2.2015	1	1	1
25.2.2014	1	1	0
26.2.2014	1	0	0
27.2.2014	1	1	0
28.2.2014	1	1	1
1.3.2014	1	1	0
2.3.2014	0	0	0
3.3.2014	1	1	1
4.3.2014	1	1	1
5.3.2014	1	1	1
6.3.2014	1	1	0
7.3.2014	1	1	0
8.3.2014	1	0	0
9.3.2014	0	0	0

Source: Own processing of field research documents at the University Library in Bratislava

Tab. 3: Location (section) publicized the report on Ukraine in the contents of the newspapers

Categories	SME	Pravda	HN
Foreign news	11	5	/
Newscast	3	/	2
Views and analysis	13	10	9
Other Categories	Journalism (7)		Companies and finance (4) Topic (5) Interview of the week (1)
Special Categories	Ukraine (4)	Bloodshed (1) War in Kiev (1) The crisis in Ukraine (12)	

Source: Own processing of field research documents at the University Library in Bratislava

Ukraine in the overall period were situated in the daily SME (140), while the least number of such messages was in the daily Hospodarske noviny (75). Pravda published 99 posts relating to the crisis in Ukraine. The daily SME published the biggest number of messages in one day within the mentioned period on 4 March 2014 (15), followed by 5 March, 2014 (14).

The first newspaper to disseminate information about the crisis in Ukraine was Pravda, when it published a post on 12 February 2014. Development of the occurrence of reports for individual newspapers more or less followed the trend in the total number of posts of the above three waves.

As analysis of the occurrences of the published nationwide front page reports about Ukraine indicates, it is clear that one out of seventeen topics, appearing on the cover pages of the newspapers, relate to the Ukrainian theme. This was the case over the whole seven days; reports (articles) about the crisis in Ukraine appeared in all the analyzed newspapers, so there is a plausible reason to confirm that Ukraine matters were the topic of the day.

Tab. 4: Analysis of media coverage of public persons in published reports about Ukraine in the daily Hospodarske noviny (Economic News) during the period 10.02-9.03.2014

Country	Person	Incidence in days	
Ukraine	Viktor Janukovyč, president	8	
	Julija Tymošenko, former prime minister	6	
	Oleksandr Turčynov, parliament chief	5	
	Arsenij Jaceniuk, president	4	
	Vitalij Kličko, former boxer and politician	4	
	Mykola Azarov (Ukrainian Prime Minister), Arsen Avakov (Temporary Ukrainian Interior Minister), Aljona Getmancuk (Institute of World Policy in Kiev), Igor Golubii (deputy director of the Kiev Institute of International Relations), Jurij Kolobov (Minister of Finance), Leonid Kožara (Foreign Minister), Iryna Kravčuková (Head of Council of the Ukrainian Association of Evaluation), Vadym Kolesničenko (member of the leadership of the Yanukovich camp), Myhailo Kyrylov (Council chief), Jurij Lucenko (former Ukrainian Interior minister), Oleh Musij (head of the medical team of the opposition camp), Taras Pastušenko (Political expert in Ukrainian parliament), Rostyslav Pavlenko (Adviser of Vitali Klitschko) Andrij Sadovyj, (Mayor of Lvov), Sergej Tihipko (Ukrainian bankers), Alexander Vitko (commander of the Russian Black Sea Fleet), Julia Zakutnia (Ukrainian activist and blogger), Vitalij Zacharčenko (Ukrainian Interior Minister), Viktor Zamiatin (leading expert of the Kiev Center Razmukov), Galina Zelenko (Ukrainian political scientist).	1	
	Russia	Vladimir Putin, president	4
		Dmitrij Medvedev, prime minister	3
		Sergej Lavrov, the head of Russian diplomacy	2
		Sergej Aksionov, pro-Russian Crimean Prime Minister	2
		Dmitrij Peskov (Kremlin spokesman), Alexander Lukaševič (spokesman for the Russian Foreign Ministry), Maria Lipman (expert at the Moscow Carnegie Centre).	1
	European Union	Radosław Sikorski (Polish Foreign Minister), Werner Hoyer (President of the European Investment Bank), Catherine Ashtonová (Minister for Foreign Affairs of the European Union), Angela Merkelová (Federal Chancellor of Germany), Emma Bonino (Minister for Foreign Affairs of Italy), Wiliam Hague (British Foreign Secretary), Günther Ottinger (EU Energy Commissioner), José Manuel Barroso (head of the European Commission), Peter Robešek (Czech political scientist), Jiří Cihlár (Czech economist), Ondřej Soukup (Czech analyst), Paul Taylor (analyst Reuters), Anders Aslund (Swedish economist and former adviser to the Ukrainian and Russian governments)	1
		Slovak Republic	Robert Fico, prime minister
Miroslav Lajčák, foreign minister			2
Ivo Samson, security analyst			2
Jozef Badida (analyst), Miroslav Blahušiak (analyst), Alexander Duleba (Slovak Foreign Policy Association), Mikuláš Dzurinda (former Prime Minister of the Slovak Republic), Matej Duman (journalist), Boris Gandel (spokesman for Foreign Minister), Martin Glvač (Minister of Defence), Balázs Jarábik (analyst), Stanislav Jurikovič (spokesman for the Slovak Ministry of Economy), Eduard Kukan (member of European parliament for Slovakia), Martin Lengyel (expert Ukraine), Peter Marčan (analyst), Vladimír Mečiar (former prime minister), Marián Kotleba (President of the Banská Bystrica region)			1
Other			Barack Obama, president
		John Kerry, foreign minister	2

Source: Own processing of field research documents at the University Library in Bratislava



Tab. 5: Analysis of media coverage of public persons in published reports about Ukraine in the period 10.02-9.03.2014

Country	Person	Incidence in days	
Ukraine	Viktor Janukovyč, president	13	
	Arsenij Jaceniuk, politician	12	
	Vitalij Kličko, former Ukrainian boxer and politician	7	
	Oleksandr Turčynov, head of the Ukrainian Parliament	6	
	Oleh Ťyahnybok, the leader of the Ukrainian opposition party Freedom	4	
	Julija Tymošenko, Ukrainian politician and former Prime minister	4	
	Petro Porošenko, Ukrainian politician and businessman	3	
	Viktor Juščenko, former Prime Minister and the President of Ukraine	3	
	Vadim Karasiov, Kyjevsky head of the Institute global strategies	2	
	Vitalij Zacharčenko, former Minister of the Interior	2	
	Viktor Pšonka, former Attorney General	2	
	Dmitrij Jaroš, head of the radical sector of the Right	2	
	Leonid Pilunskij, deputy	2	
	Refat Čubarov, leader of the Tartars	2	
	Sergej Taruta, Donetsk governor	2	
	Mariman Dželjal, leader of the Crimean Tatars		
	Mykola Azarov (Ukrainian Prime Minister), Arsen Avakov (Temporary Ukrainian Interior Minister), Maksym Bugrij (Ukrainian analyst), Denis Berezovskij (Commander of the Ukrainian Navy), Sergej Cekov (deputy), Dmytro Jaroš (Chief Right association sector), Alexander Janukovyč (son president), Michail Pogrevinskij (political scientist), Andrej Parubij (National Bank of Ukraine), Dimitrij Vidrin (political scientist), Andrej Deščic (Foreign Minister), Jurij Dončenko (head of the Central Military Commission), Alexandr Goľc (Moscow military analyst), Anatolij Gricenko (deputy), Pavol Gubarev (leader of the radical), Serhij Herasymčuk (Ukrainian activist), Andrej Iljenko (deputy), Gennadij Kernes (Kharkov mayor), Stepan Kubyva (Commander Maidan), Vadim Karasiov (Director of the Kiev Institute of Global Strategies), Vladimir Konstatinov (Chairman of the Crimean Parliament), Igor Kolomojski (new departmental head of Dnepropetrovsk state administration), Alexej Leščenko (vicepresident of the Kiev Institute Goršeninovo), Oleg Machnický (appointed to head the Ukrainian General Prosecutor's Office), Sergej Magnitský (lawyer), Sergej Markov (political scientist), Oleksij Melnyk (chief security programs of the Kiev Centre Razumkovho), Sergej Naryškin (head of the lower house of Parliament), Valentín Nalivajčenko (head of the Ukrainian secret police), Michail Pogrebinskij (political scientist), Jevgenij Perebyjnis (Ukrainian Foreign Ministry), Andrej Parubij (deputy), Iohr Teňuch (head of the Ministry of Defence), Serhij Tyhytko (Economist, Ukrainian Deputy Prime Minister), Nikolaj Tomenko (form the Yulia Tymoshenko Blockj), Dimitrij Vydrin (political scientist), Viktor Zamjatin (Kiev Centre for Economic and Political Studies), Vadim Novinskij, Anatolij Mogilev, Andrej Vorobjov, Sergej Mironov, Sergej Astachov	1	
	Russia	Vladimir Putin, president	11
		Sergej Lavrov, the head of Russian diplomacy	4
		Nikita Sergejevič Chruščov, Soviet polities	3
		Sergej Šojgu, defence minister	2
		Dmitrij Medvedev, prime minister	2
		Leonid Iljič Brežnev (politician), Andrej Baklanov (Vice-President of the Association of Russian diplomats), Alexandr Goľc (Russian military analyst), Alexandr Lukaševič (spokesman for the Russian Foreign Ministry), Dmitrij Peskov (Kremlin spokesman), Sergej Makarkin (expert), Dmitrij Trenin (director of the Carnegie Moscow Center), Michail Zurabov (ambassador), Sergej Aksionov (pro-russian Crimean Prime Minister), Georgij Satarov (political scientist), Vladimir Žirinovský (politician)	1
		European Union	Catherine Ashtonová, Minister for Foreign Affairs of the European Union
	Angela Merkelová, Federal Chancellor of Germany		3
	Herman van Rampuy, Council President		2
	Carl Bildt, Swedish Minister of Foreign Affairs		2
David Cameron (UK Prime Minister), Laurent Fabius (French Foreign Minister), Štefan Fülle (EU Commissioner), Dalia Grybauskaitėová (President of Lithuania), William Hauge (British Foreign Minister), Dariusz Kalan (Polish Institute of International Affairs), Martin Schulz (Chairman EP), Radosław Sikorski (Polish Foreign Minister), Frank-Walter Steinmeier (German foreign minister), Donald Tusk (Polish Prime Minister), Lubomír Zaorálek (Czech Foreign Minister)	1		
Slovak Republic	Robert Fico, prime minister		5
	Miroslav Lajčák, foreign minister		3
	Ivan Štefanec, Member of Parliament		3
	Balázs Jarábik (analyst), Zuzana Čížmariková (spokesman of the Ministry of Health), Alexander Duleba (head of the Slovak Foreign Policy Association), Ján Figel' (party chairman), Miloš Koterec (secretary of state), Juraj Marušiak (political scientist), Jozef Migaš (ambassador of Slovakia to RF), Helena Mezenská (member of NR SR), Pavol Paška (deputy party SMER), Richard Sulík (chairman of Sas), Peter Susko (Spokesman of the Ministry of Foreign Affairs SR), Michal Valentík (analyst), Martin Vlachynský (analyst).	1	
Other	Barack Obama, president	2	
	Paul Goble, former CIA analyst	2	
	Ulrich Speck, Carnegie Endowment for International Peace	2	
	Dorina Baltagocová (Loughborough University), Joe Biden (US vice-president), Stephen Bittner (American analyst), Nick Clegg (head of the liberal democrats USA), Hillary Clintonová (former USA Secretary of State), Steven Pifer (Brookingsov Institute), Mark Galeotti (analyst at New York University), Pan Ki-mun (UN Secretary-General), Henry Kissinger (Former USA president), Alexander Lukašenko (prezident Bieloruska), Heidi Maurerová (bezpečnostná analytička), Milan Ninč (director of Central European Policy Institute), Florent Parmentier (The Paris institute), Susan Riceová (Advisor to the USA president), Eric Rubin (USA State Department), Anders Fogh Rasmussen (NATO Secretary General), Jeff Sahadeo (analyst), Robert Serry (Representative of the OSN), Erik Sportel (Center for European Studies safe), Astrid Thorsová (Commissioner for National Minorities of the OBSE)	1	

Source: Own processing of field research documents at the University Library in Bratislava

As for the analysis of location-profile reports about Ukraine in the contents of the log, we concluded that these topics were most frequently reported in the foreign news (world news), respectively, in section views, and analysis. Daily SME and Hospodarske noviny devoted to this subject area and in other sections.

It is interesting that two newspapers have created a special operational rubric heading on the theme concerning the crisis in Ukraine: *Ukraine* (daily SME); *Bloodshed, The war in Kyiv, The crisis in Ukraine* (Pravda).

Analysis of high profile individuals in published reports on Ukraine showed individual diaries providing a different balance of views. The highest plurality of views is observed within the abovementioned reference period from 10 February to 9 March 2014. The editors of Pravda published views and opinions of 130 people, this is apparently more than the list provided by daily Hospodarske noviny, which presents views and opinions of only 61 people. The daily SME published opinions and statements of 78 persons. The most common occurrence regarding persons analyzed in any of the studied newspapers

was Viktor Yanukovich, the former President of Ukraine. In relation to the daily newspaper Pravda and SME, his name appeared in 13 issues in the reference period from 10 February 2014 to 9 March 2014, whereas Hospodarske noviny mentioned him in eight issues. The most mentioned among other people was Russian President Vladimir Putin, who was reported in the newspaper Pravda for a period of eleven days, in SME – for nine days, while in Hospodarske noviny – for four days. Insufficient balance of views can also be seen in the analysis of published personal views with regard to the country from which they come (Ukraine, Russia, the European Union, Slovakia or the rest of the world).

**Conclusion.** On the basis of conducted content analysis with the quantitative approach for the descriptive and interpretative parts of the foreign news texts of three nationwide dailies (SME, Pravda, Hospodarske noviny), we can conclude that the crisis in Ukraine was the most published topic in the period from 10 February to 9 March 2014. This claim is based on the total number of published reports related to the theme of Ukraine, but also based on the findings that the subject was present on the most front pages of the nationwide newspapers, as well as the fact that seven times Ukraine theme occurred at the front in all the analyzed newspapers simultaneously. Subject of the crisis in Ukraine was publicized in the daily press in three waves, with all three analyzed dailies around the same period of time.

Analysis published reports placement in contents of the log showed that the topic of crisis in Ukraine has been in a number of days present in several sections of monitored dailies. In addition, two dailies operatively created a special operational rubric heading for Ukrainian topic.

In conclusion, the selected nationwide dailies (SME, Pravda, Hospodarske noviny) in the period from 10 February to 9 March 2014 sufficiently informed their readers about the topic of the crisis in Ukraine. However, the indicated newspapers have presented the Ukraine topic with a varying plurality of views and an unbalanced number of opinions and statements from different public figures and readers.

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Tab. 6: Analysis of media coverage of public persons in published reports about Ukraine in SME daily in the period 10.02-9.03.2014

Country	Person	Incidence in days	
Ukraine	Viktor Janukovyč, president	13	
	Alexander Janukovyč	5	
	Vitalij Kličko, former Ukrainian boxer and politician	4	
	Oleksij Haran, Ukrainian political scientist	3	
	Arsenij Jaceniuk, Ukrainian politics	3	
	Mykola Azarov, prime minister	3	
	Oleksandr Turčynov, interim President	3	
	Viktor Juščenko, former Prime Minister and the President of Ukraine	3	
	Arsen Avakov, temporary Ukrainian Interior Minister	3	
	Julija Tymošenko, Ukrainian politician and former Prime Minister	2	
	Andrej Kľužev, chief of President ' s administration	2	
	Oleksander Jefremov, deputy	2	
	Rinat Achmetov, Ukrainian oligarchs	2	
	Serhij Arbuzov (prime minister), Dmytro Bulatov (minister of Youth and Sport), Alexej Čalij (mayor), Oleh Havaši (ambassador), Volodymyr Kuchar (head of the Ukrainian Movement alternative), Leonid Kravčuk (former Ukrainian President), Leonid Kučma (politics), Vasil Maňak (leader of Uzhgorod Maidan), Valentin Nalivajčenko (head of the Ukrainian secret service SBU), Petro Porošenko (Ukrainian politician and businessman), Serhij Tihipko (politician), Marina Vorotňunková (political scientist form the University of Odessa), Vitalij Zacharčenko (former Minister of the Interior),	1	
	Russia	Vladimir Putin, president	9
		Sergej Lavrov, the head of Russian diplomacy	3
Nikita Sergejevič Chruščov, Soviet policies		3	
Andrej Devjatkov (political scientist), Michail Gorbačov (president of the Soviet Union), Valentina Matvijonková (head of the Russian Federation Council), Andrej Devjatkov (political scientist), Michal Margelov (Chairman of the Russian Committee on Foreign Affairs)		1	
European Union		Angela Merkelová, Federal Chancellor of Germany	6
	Radosław Sikorski, Foreign Minister of Poland	2	
	Catherine Ashtonová, (Minister for Foreign Affairs of the European Union), Carl Bildt (Swedish Foreign Minister), Emma Boninová (head of Italian diplomacy), Laurent Fabius (Foreign Minister of France), Štefan Fülle (EU Commissioner), William Hague (British Foreign Secretary), Volodymyr Horbač (analyst Institute for Euro-Atlantic cooperation), Alexander Kwasniewski (former polish president), Urmás Paet (estonian foreign minister), Karel Schwarzenberg (Czech politician), Eckart Stratenschulte (director of the European Academy of BerlinMiloš Zeman (Czech president), Frank-Walter (foreign minister of Germany)	1	
	Slovak Republic	Robert Fico, prime minister of SR	5
		Miroslav Lajčák, foreign minister	5
		Balázs Jarábik, analyst	3
		Ján Čarnogurský, former prime minister	3
		Milan Kňažko, politician	2
		Pavol Hrušovský, former deputy NR SR	2
		Radoslav Procházka, party chairman Sieť	2
Ľuboš Blaha, deputy		2	
Mikuláš Dzurinda, former prime minister		2	
Ivan Gašparovič, president		2	
Andrej Kiska (president), Helena Mezenská (Member of NR SR), Gyula Bárdos (Member of Parliament), Alexander Duleba (head of the Slovak Foreign Policy Association), Robert Kaliňák (minister), Ján Husár (activist), Martin Glváč, Milan Nič (expert on foreign policy), Iveta Radičová (former Prime Minister of the Slovak Republic), Daniel Lipšic (former interior minister), Vladimír Suchodolinský (former military attache), Igor Sutjagin (military analyst), Gabániová (member of NRSR), Peter Bernár (spokesman for the Slovak Gas Industry), Eduard Kukan (member of European parliament for the Slovak Republic)	1		
Other	Barack Obama, prezident USA	3	
	John Kerry, USA Secretary of State	2	
	George Bush (former USA president), Robert Serry (ambassador), Stephen Cohen (expert on Russia)	1	

Source: Own processing of field research documents at the University Library in Bratislava

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