

UKRAINE'S EUROPEAN INTEGRATION

IN THE MEDIA SPACE OF EU COUNTRIES

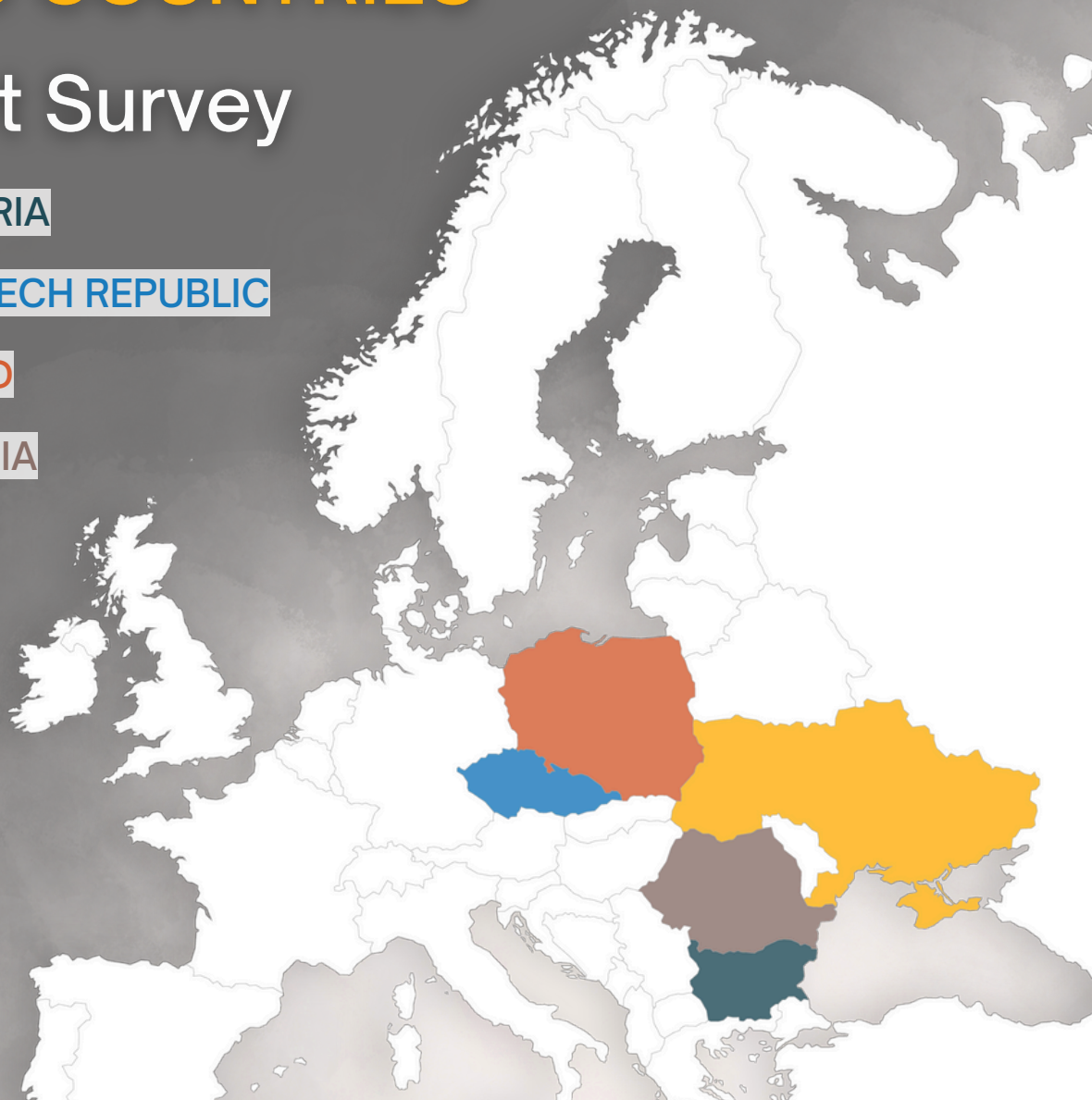
Expert Survey

 BULGARIA

 THE CZECH REPUBLIC

 POLAND

 ROMANIA



UKRAINE'S EUROPEAN INTEGRATION IN THE MEDIA SPACE OF EU COUNTRIES

Expert Survey

2024

A successful European Ukraine poses an existential threat to the Putin regime. This is why Moscow has spent years directing its information resources to discredit Ukraine and Ukrainians in the European media.

In times of war, Kyiv's relations with neighboring EU countries are crucial in terms of the Ukraine's resilience. That is why the Kremlin attaches particular importance to undermining Ukraine's bilateral relations with neighboring EU countries through the means of propaganda. By exerting an informational influence on European audiences, Russia is trying to undermine the determination of EU governments to provide aid to Ukraine.

Given this, within the project "Paving Ukraine's Path to the EU: Informational Dimension" the Ukraine Crisis Media Center conducted Expert Survey by the questionnaire method.

Methodology: More than 90 journalists, academia, political scientists, information security experts from Bulgaria, the Czech Republic, Poland and Romania took part.

The survey was conducted from June 11 to July 1, 2024.

The purpose of the survey is to highlight the expert community's perception of the trends and dynamics of media coverage of the European integration of Ukraine and the Russian-Ukrainian war in the media spaces of four EU countries: Bulgaria, the Czech Republic, Poland and Romania.

The four countries were chosen based on the importance of their bilateral relations with Ukraine, especially in areas such as logistics of arms supplies and export of Ukrainian goods. At the same time, the UCMC does not diminish the contributions of other EU countries in helping Ukraine and supporting the idea of Ukraine's membership in the EU.

At the same time, the study of the coverage of topics related to the war and European integration of Ukraine in the media of Bulgaria, the Czech Republic, Poland and Romania contributes to the understanding of the dynamics of support for Ukraine from the societies of neighboring EU countries.

The survey also singled out the problem of anti-Ukrainian rhetoric by Eurosceptic political forces in Bulgaria, the Czech Republic, Poland and Romania.

Therefore asked respondents to answer these five questions:

- How would you assess the level of coverage of the Russia-Ukraine War in traditional media (TV, radio, newspapers and magazines)?
- Should the traditional media pay more attention to the Russia-Ukraine War?
- Is there manipulation and disinformation about the Russia-Ukraine War on social media platforms?
- Is the topic of Ukraine's European integration still relevant in the information discourse of your country as of May/June 2024?
- Was the issue of Ukraine's European integration addressed in the political campaigns of Eurosceptic parties and sociopolitical movements?

The expert evaluation was predicated on publicly available or condensed data.

The survey was organized with the support of the European Union and the International Renaissance Foundation within the framework «European Renaissance of Ukraine» project. Its content is the exclusive responsibility of the authors and does not necessarily reflect the views of the European Union and the International Renaissance Foundation.



BULGARIA

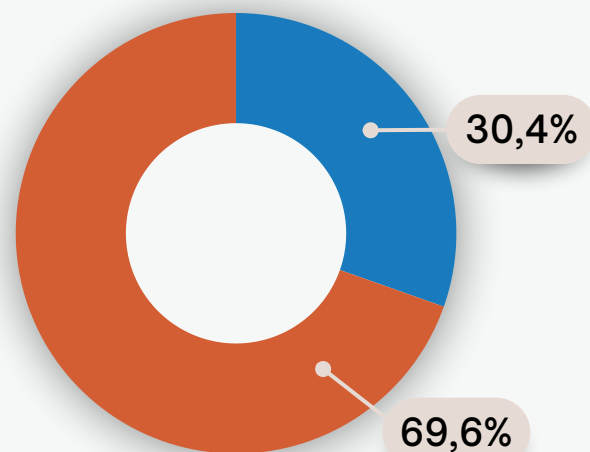
23 RESPONSES



1. How would you assess the level of coverage of Russia-Ukraine War in Bulgaria's traditional media (TV, radio, newspapers and magazines)?

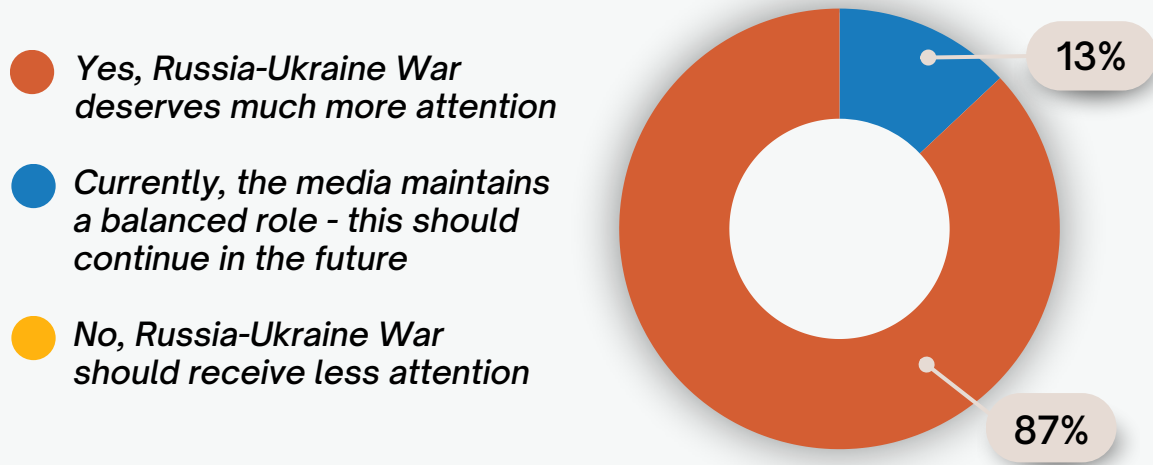
70% of the experts polled believe that traditional media pays insufficient attention to events in Ukraine, while only 30% disagree.

-  *The media adequately covered events in Ukraine*
-  *Traditional media does not give enough attention to events in Ukraine*
-  *The media pays too much attention to Ukraine*



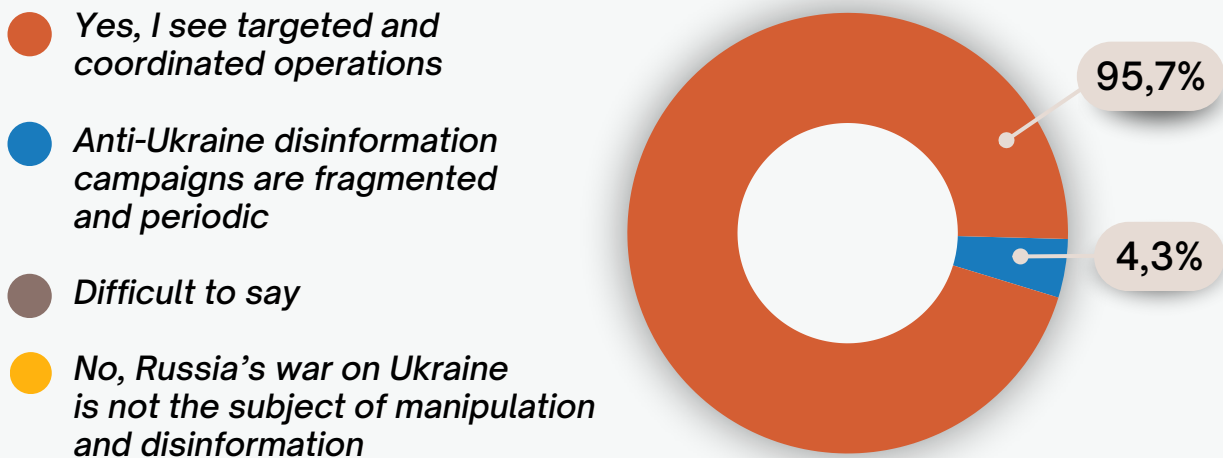
2. Should the traditional media pay more attention to the Russia-Ukraine War?

The vast majority of respondents believe that the topic of Ukraine deserves far more coverage in traditional media broadcasts.



3. Is there manipulation and disinformation about Russia-Ukraine War on Bulgarian social media platforms (Facebook, TikTok, Instagram etc.)?

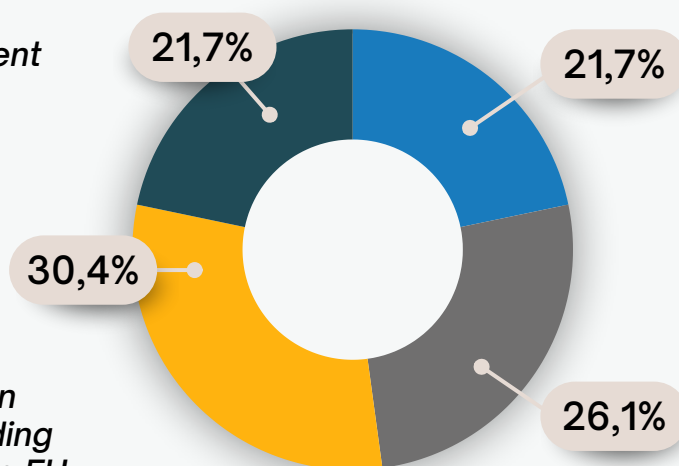
Almost all Bulgarian experts stated the presence of deliberate and coordinated anti-Ukrainian activities on social media.



4. Is the topic of Ukraine's European integration (EU accession) still relevant in Bulgarian information discourse as of May/June 2024?

Experts were divided on the next two questions. Approximately equal portions of respondents chose three options for Ukraine's European integration: "Periodically gains relevance depending on high-profile events," "Will gain more relevance depending on the progress of negotiations for Ukraine's EU membership," or "This topic is not given attention in the media."

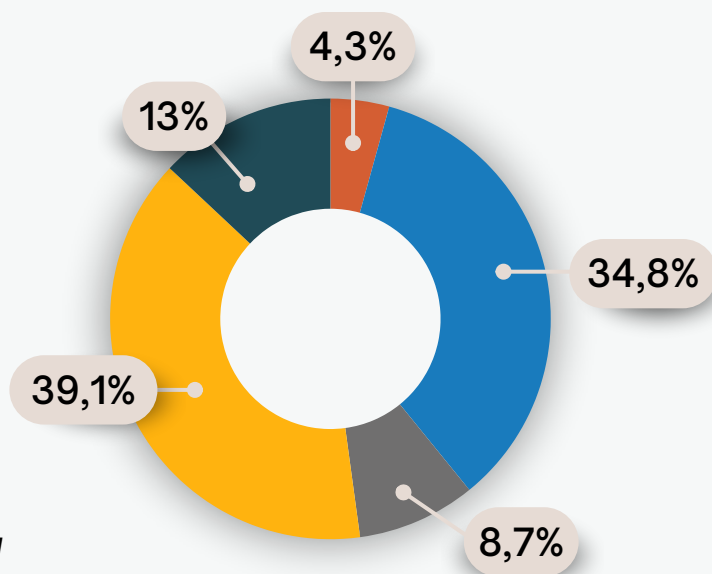
- *Yes, it is permanently present*
- *Yes, it sees some airtime (depending on high-profile events)*
- *Difficult to say*
- *No, but it will become more relevant depending on how negotiations go regarding Ukraine's membership in the EU*
- *No, the media does not pay attention to the topic*



5. Is the issue of Ukraine's European integration addressed in the political campaigns of Eurosceptic parties and sociopolitical movements?

Respondents were also divided on how to cover Ukraine's European integration.

- *Yes, it is one of the main topics of political campaigning by Eurosceptics*
- *Yes, it occasionally becomes relevant (depending on resonant events)*
- *Difficult to say*
- *No, but it may become more relevant depending on how negotiations go regarding Ukraine's membership in the EU*
- *No attention is paid to this topic, and I believe it will not change in the coming years*





THE CZECH REPUBLIC

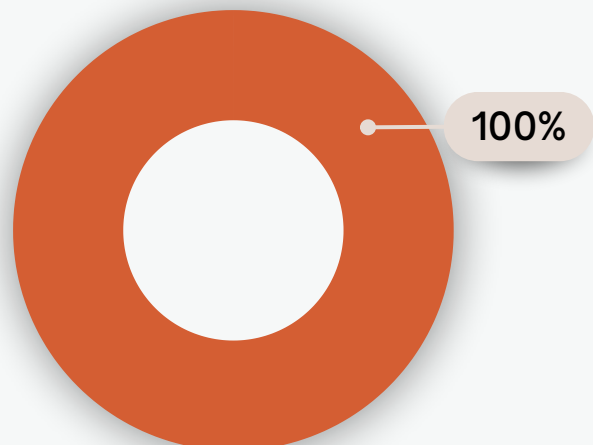
20 RESPONSES



1. How would you assess the level of coverage of Russia-Ukraine War in the Czech Republic's traditional media (TV, radio, newspapers and magazines)?

All surveyed experts believe that traditional Czech media adequately covers events in Ukraine. A true consensus!

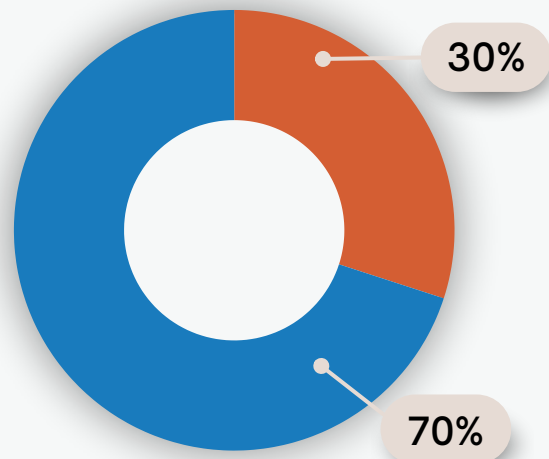
-  *The media adequately covered events in Ukraine*
-  *Traditional media does not give enough attention to events in Ukraine*
-  *The media pays too much attention to Ukraine*



2. Should the traditional media pay more attention to the Russia-Ukraine War?

2/3 of the Czech specialists polled believed that much more attention should be paid to Ukraine-related issues.

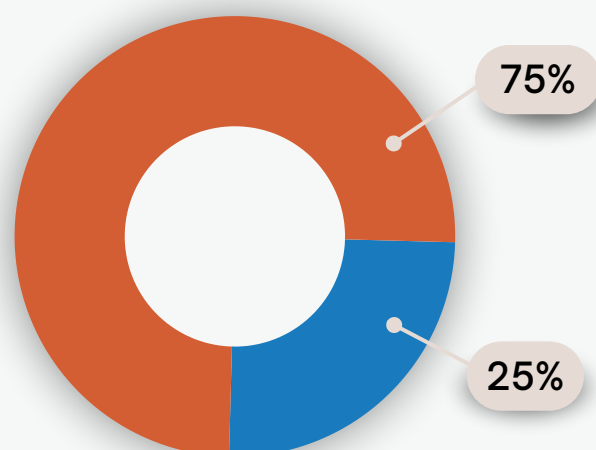
- *Yes, Russia-Ukraine War deserves much more attention*
- *Currently, the media maintains a balanced role - this should continue in the future*
- *No, Russia-Ukraine War should receive less attention*



3. Is there manipulation and disinformation about Russia-Ukraine War on the Czech Republic's social media platforms (Facebook, TikTok, Instagram etc.)?

3/4 of respondents reported deliberate and coordinated actions in the Czech social network segment. The rest believe that anti-Ukrainian disinformation campaigns are sporadic and periodic.

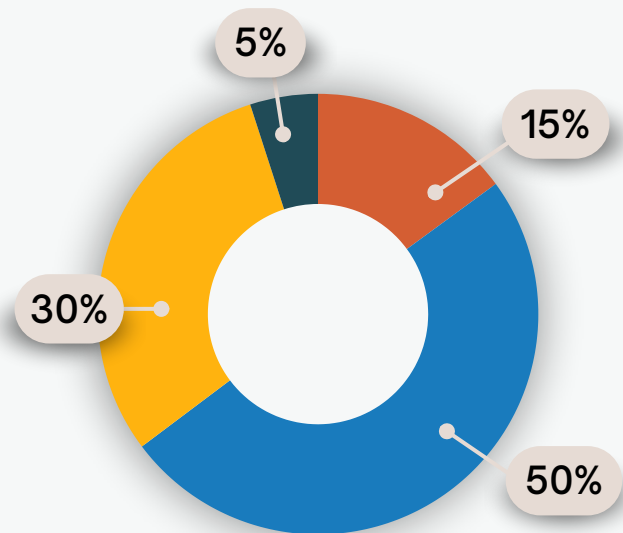
- *Yes, I see targeted and coordinated operations*
- *Anti-Ukraine disinformation campaigns are fragmented and periodic*
- *Difficult to say*
- *No, Russia's war on Ukraine is not the subject of manipulation and disinformation*



4. Is the topic of Ukraine's European integration (EU accession) still relevant in the information discourse of the Czech Republic as of May/June 2024?

Half of the Czech respondents believe that the topic of Ukraine's European integration becomes more relevant in the country's information space on a regular basis, depending on current events. The remaining opinions are divided. However, a significant portion believe that the topic of Kyiv's European integration will become more relevant as Ukraine's EU membership negotiations progress.

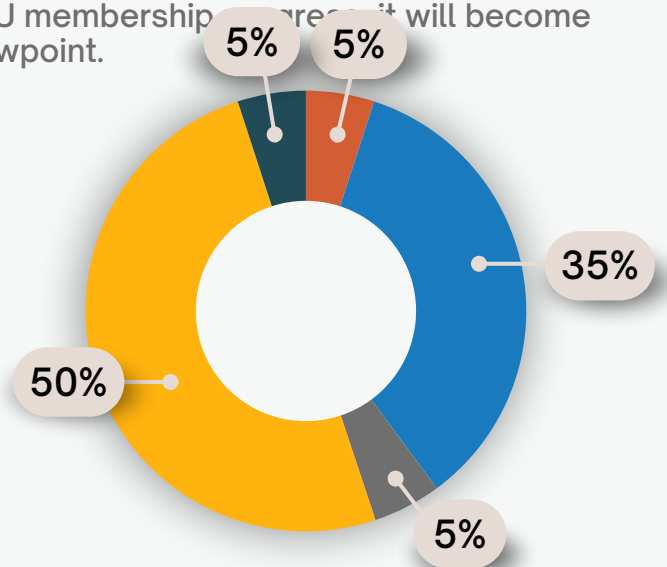
- *Yes, it is permanently present*
- *Yes, it sees some airtime (depending on high-profile events)*
- *Difficult to say*
- *No, but it will become more relevant depending on how negotiations go regarding Ukraine's membership in the EU*
- *No, the media does not pay attention to the topic*



5. Is the issue of Ukraine's European integration addressed in the political campaigns of Eurosceptic parties and sociopolitical movements?

Half of the surveyed Czech specialists stated that the topic of Ukraine's European integration is not currently being addressed in the political campaigns of eurosceptic parties and sociopolitical movements in their country. They believe that as the negotiations for Ukraine's EU membership progress, it will become more relevant. 35% hold a different viewpoint.

- *Yes, it is one of the main topics of political campaigning by Eurosceptics*
- *Yes, it occasionally becomes relevant (depending on resonant events)*
- *Difficult to say*
- *No, but it may become more relevant depending on how negotiations go regarding Ukraine's membership in the EU*
- *No attention is paid to this topic, and I believe it will not change in the coming 8 years*





POLAND

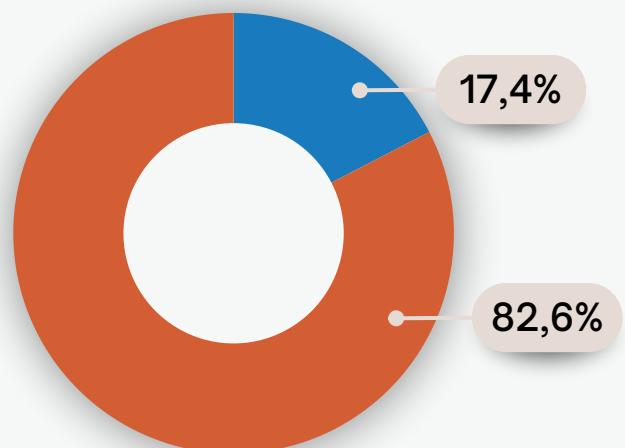
23 RESPONSES



1. How would you assess the level of coverage of Russia-Ukraine war in Poland's traditional media (TV, radio, newspapers, and magazines)?

The vast majority of Polish experts believe that the local mass media adequately cover the events in Ukraine.

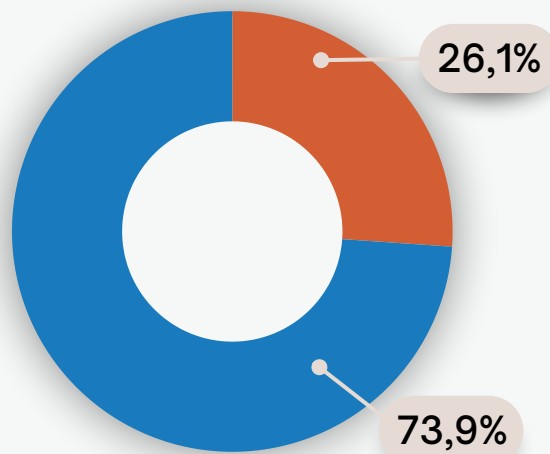
-  *The media adequately covered events in Ukraine*
-  *Traditional media does not give enough attention to events in Ukraine*
-  *The media pays too much attention to Ukraine*



2. Should the traditional media in your country pay more attention to the Russia-Ukraine War?

$\frac{2}{3}$ of the respondents believe that Poland's traditional media currently maintains an informational balance that should continue.

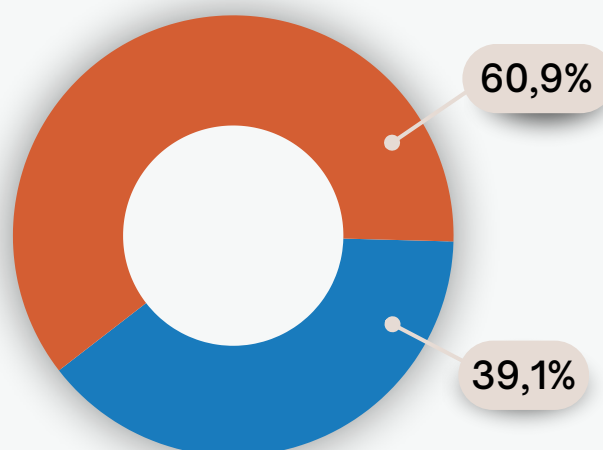
- Yes, *Russia-Ukraine War* deserves much more attention
- Currently, the media maintains a balanced role - this should continue in the future
- No, *Russia-Ukraine War* should receive less attention



3. Is there manipulation and disinformation about the Russia-Ukraine war on Polish segment of social media platforms (Facebook, TikTok, Instagram etc.)?

Nearly 40% of experts think that Polish media covers the subject of Kyiv's European integration during high-profile events.

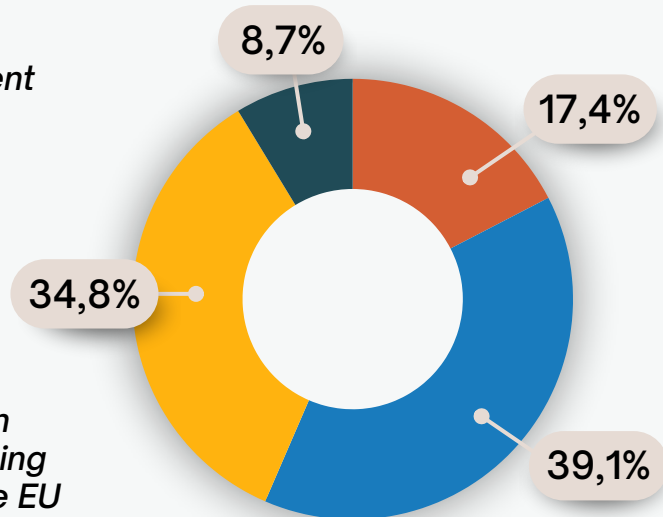
- Yes, *I see targeted and coordinated operations*
- *Anti-Ukraine disinformation campaigns are fragmented and periodic*
- *Difficult to say*
- No, *Russia's war on Ukraine is not the subject of manipulation and disinformation*



4. Is the topic of Ukraine's European integration (EU accession) relevant in Poland's information discourse as of May/June 2024?

34% of the respondents note that the topic of Ukraine's membership in the EU will be brought up to date during the membership negotiations, and 17% are of the opinion that this topic will be constantly present in the discourse of the Polish media.

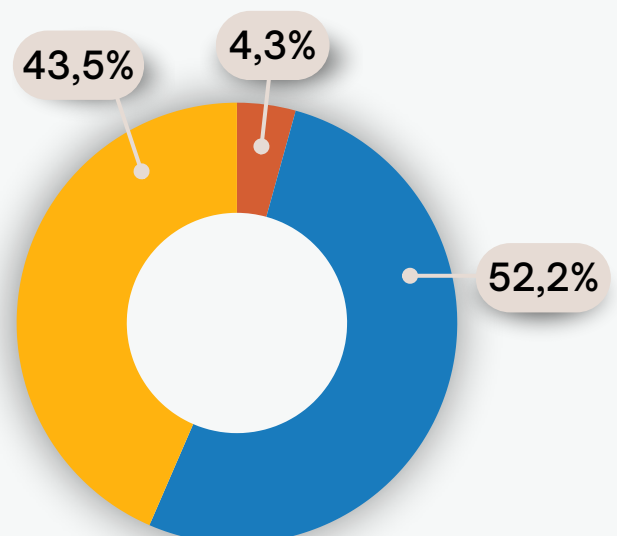
- *Yes, it is permanently present*
- *Yes, it sees some airtime (depending on high-profile events)*
- *Difficult to say*
- *No, but it will become more relevant depending on how negotiations go regarding Ukraine's membership in the EU*
- *No, the media does not pay attention to the topic*



5. To what extent issue of Ukraine's European integration is addressed in the political campaigns of Polish Eurosceptic parties and sociopolitical movements?

The opinions of Polish experts were roughly equally divided regarding the use by local Eurosceptics of the topic of Ukraine's future in the EU

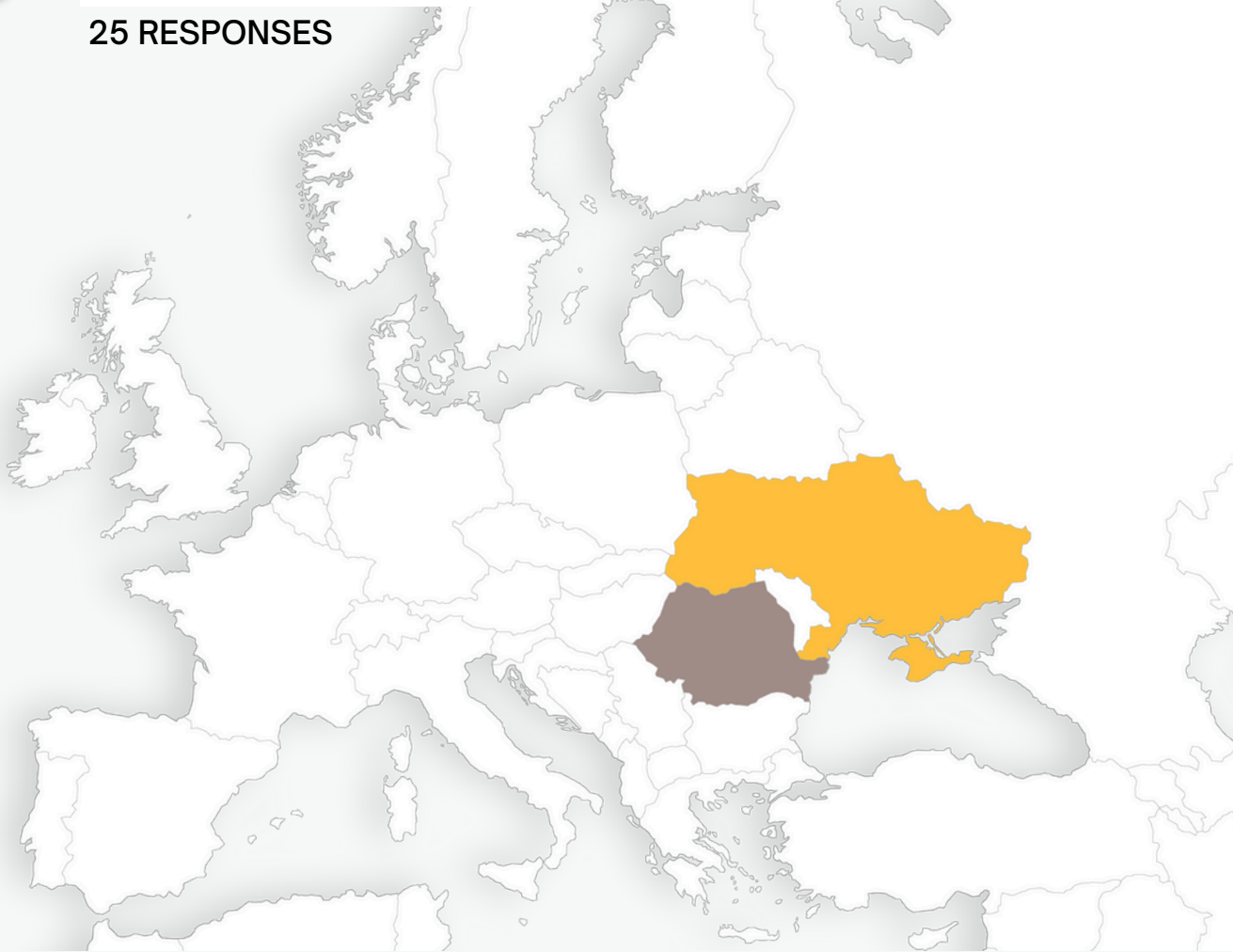
- *Yes, it is one of the main topics of political campaigning by Eurosceptics*
- *Yes, it occasionally becomes relevant (depending on resonant events)*
- *Difficult to say*
- *No, but it may become more relevant depending on how negotiations go regarding Ukraine's membership in the EU*
- *No attention is paid to this topic, and I believe it will not change in the coming years*





ROMANIA

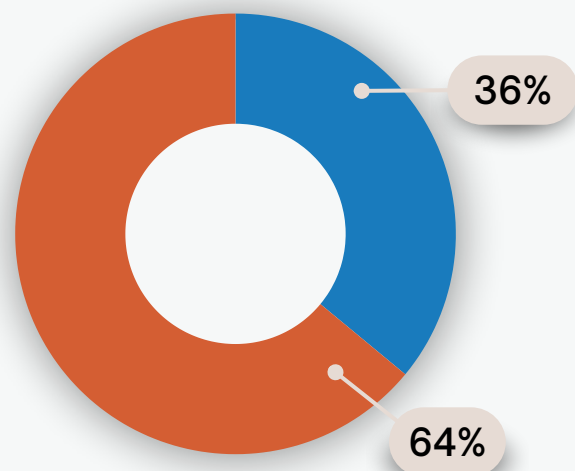
25 RESPONSES



1. How would you assess the level of coverage of Russia-Ukraine War in Romania's traditional media (TV, radio, newspapers and magazines)?

The experts' views on the adequacy of war coverage in the Romanian information space are the following: 64% of the experts polled believe that traditional media adequately covers events in Ukraine, with only 36% disagreeing.

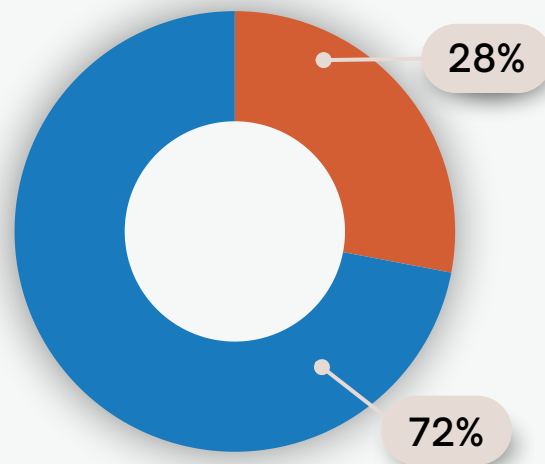
-  *The media adequately covered events in Ukraine*
-  *Traditional media does not give enough attention to events in Ukraine*
-  *The media pays too much attention to Ukraine*



2. Should the traditional media pay more attention to the Russia-Ukraine War?

$\frac{2}{3}$ of respondents believe that the war's events deserve even more coverage in traditional media.

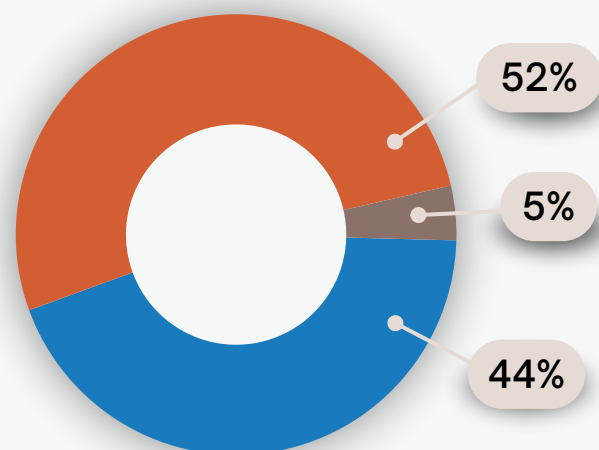
- *Yes, Russia-Ukraine War deserves much more attention*
- *Currently, the media maintains a balanced role - this should continue in the future*
- *No, Russia-Ukraine War should receive less attention*



3. Is there manipulation and disinformation about Russia-Ukraine War on Romanian social media platforms (Facebook, TikTok, Instagram etc.)?

Experts were evenly divided on whether the Russian-Ukrainian war is the subject of manipulation and disinformation in Romanian social media.

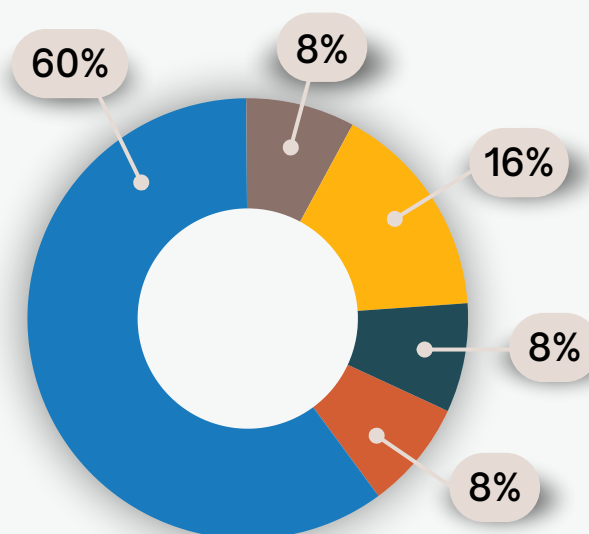
- *Yes, I see targeted and coordinated operations*
- *Anti-Ukraine disinformation campaigns are fragmented and periodic*
- *Difficult to say*
- *No, Russia's war on Ukraine is not the subject of manipulation and disinformation*



4. Is the topic of Ukraine's European integration (EU accession) still relevant in Romanian information discourse as of May/June 2024?

60% of Romanian respondents believe that the topic of Ukraine's accession to the EU is relevant in Bulgarian information discourse.

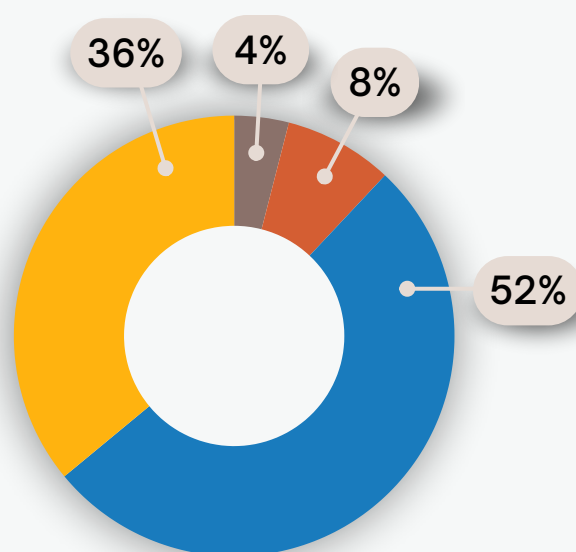
- *Yes, it is permanently present*
- *Yes, it sees some airtime (depending on high-profile events)*
- *Difficult to say*
- *No, but it will become more relevant depending on how negotiations go regarding Ukraine's membership in the EU*
- *No, the media does not pay attention to the topic*



5. Is the issue of Ukraine's European integration addressed in the political campaigns of Eurosceptic parties and sociopolitical movements?

Half of respondents believe that Romanian eurosceptic political parties take advantage of Ukraine's European integration when possible.

- *Yes, it is one of the main topics of political campaigning by Eurosceptics*
- *Yes, it occasionally becomes relevant (depending on resonant events)*
- *Difficult to say*
- *No, but it may become more relevant depending on how negotiations go regarding Ukraine's membership in the EU*
- *No attention is paid to this topic, and I believe it will not change in the coming years*



EXPERTS WHO PARTICIPATED IN THE SURVEY PUBLICLY:



BULGARIA

Philip Gounev	Security and Public Policy Professional, PMG Analytics
Atanas Rusev	Director Security Program at Center for the Study of Democracy
Dragomir Tzanev	Executive Director at EnEffect center for energy efficiency
Petar Galev	Disinformation Response - European Commission Representation in Bulgaria
Angel Petrov	World News Reporter at Dnevnik.bg
Plamen Ralchev	Head of Department of International Relations at University of National and World Economy
Svetoslav Malinov	Disinformation Expert, Economic Program at the Center for the Study of Democracy
Mariyan Sabev	Strategic Narratives Architect Expert in the Center for the Study of Democracy (CSD)
Mina Kirkova	Journalist & Storyteller - FactCheck Bulgaria
Mila Moshelova	Political consultant
Aneta Stefanova	Public Affairs and Media Relations ExpertBulgaria, Media Relations Specialist
Simeon Stoyanov	Media Analyst at Ruepoint
Georgi Angelov	Journalist at Svobodnaevropa.bg
Mihail Mishev	Presidential Fellow at the American University in BulgariaSliven
Todor Galev	Director of Research at Center for the Study of Democracy (CSD)



CZECH REPUBLIC

Veronika Vichova	Analyst at the The Center for an Informed Society
Dominik Presl	Researcher at then Association for International Affairs (AMO)
Adam Sybera	Senior Research Analyst at KI Insights
Aneta Jarmolikova	Project Manager at the Stratosyst
Petr Bohacek	Research Fellow at the Association for International Affairs (AMO)
Karolina Bielikova	PhD student Department of Media Studies and Journalism, Faculty of Social Studies, Masaryk University
Frantisek Kalenda	Editor-in-chief at Bourdon publishing house. Independent journalist & researcher
Aneta Zachova	Editor in chief EURACTIV.cz
David Stulik	Senior Analyst and Head of the Eastern European Programme at the European Values Center for Security Policy
Natalia Agarkova	Journalist at the ProUkrainu (proukrainu.blesk.cz)
Tomas Kolomaznik	Co-founder & CEO at Center for Security Consulting
Jonas Syrovstka	Research associate at the EUROPEUM Institute for European Policy
Jan Vitasek	Publisher at EU-Media

 **POLAND**

Krzysztof Nieczypor	Analyst at the Centre for Eastern Studies (OSW)
Jakub Olchowski	Member of Department of International Security at University of Maria Curie-Sklodowska; Head of Eastern Department in Institute of Central Europe
Monika Szafrńska	Assistant in the Institute of Journalism, Media and Social Communication at the Jagiellonian University, fact-checker
Konrad Muzyka	Independent Defence Analyst
Witold Repetowicz	Journalist, War Studies Academy, Defence24, Casimir Pulaski Foundation
Paweł Kost	Journalist, Fundacja Solidarności Międzynarodowej
Krzysztof Izdebski	Legal and policy expert. Co-Lead of Open Spending EU Coalition, and policy officer at the Stefan Batory Foundation.
Marcin Kuśmierczyk	Owner and author at the Yuotube channel “Polityka Zagraniczna”, international affairs analyst
Magda Jakubowska	Vice President and Director of Operations at the Res Publica Foundation
Łukasz Szurmiński	Associate Professor, University of Warsaw, Faculty of Journalism, Information and Book Studies
Weronika Kiebzak	Analyst at Polityka Insight
Aleksy Borówka	Vice-President of the New Europe Institute, Director of the INE Security Program,
Julian Dobrowolski	Analyst at INFO OPS Poland Foundation

 **ROMANIA**

Cristian Ghita	Editor in Chief, Euro-Atlantic Resilience Journal
Laura M. Herta	Associate Professor of International Relations at Babeş-Bolyai University
Angela Gramada	President at Experts for Security and Global Affairs Association
Mihai Zodian	Researcher at the Centre for Defence and Security Strategic Studies
Bogdan George Radulescu	Associate Professor Faculty of Political, Administrative and Communication Sciences, University Babes Bolyai
Andreea Soare	Associate Professor, Romanian-American University, Defence and Security Monitor
Valentin-Razvan Dan	Political Science Scholar, Konrad-Adenauer-Stiftung
Laurențiu Pleșca	Program Assistant at German Marshall Fund of the United States, Researcher at Romanian Centre for Russian Studies, editorialist at agora.md
Dragoș Ioniță	Junior Researcher at Center of European Studies, National University of Political Studies and Public Administration
Alex Dodan	Diplomat, Strategic and Political Affairs
Horia Ciurtin	Associate Expert at the New Strategy Center
Rufin Zamfir	Strategic Intelligence and Analysis at GlobalFocus Center
Adrian Baboi-Stroe	Public Policy Expert, Parliamentary Adviser
Claudiu Degeratu	Scientific researcher at the National Institute for the Study of Totalitarianism, Romanian Academy
Ciprian Cucu	Media literacy & countering-disinformation expert
Sorana Horsia	Journalist, Editor (MediaGen, Radio Free Europe)