

PRACTICAL ASPECTS OF UKRAINIAN MEDIA DIPLOMACY

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Creation of positive and controlled image is now one of the most important tasks of the foreign policy of any country. The positive image of the state in the mass public consciousness is necessary primarily for successful promotion and implementation of national interests.

Many governments have competitively engaged in a war of public diplomacy through media to make their countries look attractive and friendly to foreigners while also setting the stage for others to understand their positions in the international arena. The BBC and Voice of America have demonstrated their powerful influence in the foreign policy-making process, and other major media are following suit, including CCTV, Russia Today, Deutsche Welle and France 24 [10].

Development of media means caused the creation of the so-called Global Society, which increased sense of global interdependence and created a new dimension in traditional diplomacy. In the field of media diplomatic service performs two main tasks: firstly, the collection and processing of information in the framework of the states' interests, ensuring their country a respectable place in the international arena; secondly, providing information support of foreign policy of the country, both domestically and abroad [3].

Media Diplomacy – is establishing and conducting foreign policy through the use of mass media and use of various media to influence foreign public opinion.

Diplomacy is a peculiar tool for implementing foreign policy. Today in Ukraine the following functions are performed by the Ministry of Foreign Affairs, which prepares materials of informational nature for information work abroad and improve the image of Ukraine in the global information space. Moreover, the Ministry of Information Policy of Ukraine was created in 2014. The key tasks of the Ministry are: counteraction to information aggression from Russia; development of the strategy of information policy of the country and the concept of information security of Ukraine; coordination of the authorities in matters of communication and information dissemination.

Ukraine has considerable resources to strengthen its information influence in the world. The main directions of the new Foreign Policy Concept define the functions and tasks of the Ministry of Foreign Affairs of Ukraine, assigned to the Department of Information and Communication of the Secretariat of the Cabinet of Ministers.

Department of Information and Communication of the Secretariat of the Cabinet of Ministers performs the following tasks: participation in the development and implementation of measures to provide Ukraine's information foreign policy, wide informing domestic and foreign society, the formation of the correct understanding of the goals and initiatives and specific actions on the international arena...

Another public body whose functions include informing the foreign society and positioning Ukraine on the international arena is the State Committee for Television and Radio Broadcasting of Ukraine (State Committee), which was established in 2000. State Committee is the main body of the central executive bodies to form and implement the national policy in the field of television and radio, information and publishing sector.

As a rule, the media take on the role of foreign policy conductors. They actively and purposefully prove to the world community specific aspects of the foreign policy of the country and the more powerful national media, the more opportunities they offer for their country in world politics. With the help of thought-out active media diplomacy Ukraine is able to raise its international prestige. Network of international broadcasting is being built to form a positive image of Ukraine, to inform about international cooperation, the success of the reform, its investment and tourism opportunities.

Since 1994 in Ukraine has appeared the media – the magazine “Politics and Time”, which began to specialize in the history and practice of international relations, explore contemporary international events and their impact on Ukraine to conduct discussions on actual subjects. In 2009 appears the magazine “Foreign Affairs”, founded by the Ministry of Foreign Affairs of Ukraine and the Diplomatic Academy of Ukraine. It was a new attempt to make foreign policy for anyone who is interested in it, to bring unusual scientific ideas to a wide range of readers [5].

History of Ukrainian international broadcasting dates back to 1950 when first broadcasting edition was created. It was “Radio Kyiv”. In 1991 after the collapse of the Soviet Union “Radio Kyiv” was renamed to World Service Radio Broadcasting of Ukraine – “Radio Ukraine”. The content of broadcasting was refocused on the new challenges faced by independent Ukraine: “protection of foreign policy interests, objective coverage of all ideas, views, platforms in the complex processes of state-building, promotion of spiritual heritage of the Ukrainian nation” [7].

“World Service Radio Broadcasting of Ukraine” – a creative association, international service of National Radio Company of Ukraine. However, at present it must be noted that the state does not fully implements the available information potential of RU. Total amount of broadcasting in foreign languages and the number of languages that the Ukrainian Radio addresses to foreign audiences is insufficient taking into consideration global broadcasting experience.

Another Ukrainian resource founded for broadcasting for foreign audience is State TV and Radio Company “World Service “Ukrainian Television and Radio” (hereinafter – UTR). The main purpose of UTR is to provide entering Ukraine into the global information space and to meet the challenges of entering the national information infrastructure to the European information infrastructure and global information infrastructure; distribution both in Ukraine and abroad objective information about the processes taking place in Ukraine and the world; creation of competitive products and information dissemination, exchange and selling it in

Ukraine and abroad; assistance for the strengthening of international relations of Ukraine, increasing its authority in the world.

Its first experimental broadcasting UTR began in 2003. Today the amount of broadcasting is 72 hours a day: 24 hours for Eurasia and 24 hours for North America – by satellite channels and 24 hours Internet broadcasting – Web site www.utr.tv, which is visited by 15 – 25 thousands of users. The audience of UTR has more than 23 million viewers in the world [9]. In contrast to many successful international broadcasting services, broadcasting of UTR in English is only 1 hour a day, and in Russian 2 hours a day. The rest are broadcast in Ukrainian. Under such conditions, UTR can not be a real competitor to similar foreign companies, which have a huge number of language editions. However, in recent years the state budget funding makes it impossible to carry out their tasks efficiently [1].

In addition, in order to increase Ukraine's presence in the world satellite channel National Television Company of Ukraine – “First Ukraine” was launched in 2012. The programs of the “First Ukraine” contain information and analysis, cultural, artistic, scientific, educational, entertainment, music, children's programs and films whose purpose is to show the world the traditional and modern Ukraine [6].

First National (UT1) is Ukrainian state television channel. In 2002, in cooperation with the National Space Agency of Ukraine National TV Company started broadcasting abroad. Satellite Broadcast of First Channel provides information presence of Ukraine in the global mass media space: First National can be watched not only in Ukraine, but also abroad. As for the form of ownership UT1 is state channel financed from the budget. The history of the canal began in 1939 [4].

Another source of information is the state National Information Agency “Ukrinform”, which was created in 1996. “Ukrinform” is state news agency that publishes above 500 informational and analytical messages every day in Ukrainian, Russian, English, Spanish and German and above 200 original photos. The agency started operating as Ukrainian Telegraph Agency in 1918. Ukrinform cooperates with many foreign information institutions on the basis of bilateral agreements.

The main tasks of the agency are: coverage of state policy and public life of Ukraine; collection and rapid dissemination of information about events in Ukraine and abroad in the field of politics, economy, social life, culture, science, technology and sports [2]. In general, “Ukrinform” has all the prerequisites to be competitive in the global information market, but in fact the agency does not deal enough with the matters of foreign policy informing.

But nowadays most of all Ukrainian diplomats believe in the reliability of the newly created Ukrainian news channel “Ukraine Today” or UT. Ukraine Today is international news channel, aiming to become the voice of the New Europe. Channel began its broadcast in 2014 on all territory of Europe. This is the first Ukrainian TV channel, which broadcasts in English around the clock, later – Russian and German-languages are also being considered. The channel began bright start, and has all chances to become “like CNN” in Eastern Europe. News

“Ukraine Today” broadcasts to Europe and the US through satellite and cable networks. The main task of the team of “Ukraine Today” is to enter the international television market and to be able to convey the position of Ukraine to the international community and to unite around itself liberal circles of the former Soviet Union. Broadcasting is carried out 24 hours a day, 7 days a week in English [8].

Overall, the analysis of modern media diplomacy around the world allows us to emphasize the following common features: media diplomacy is an important instrument not only to help foreign audiences to get acquainted with their own country and their people, but also to promote and protect national interests abroad by forming and maintaining a positive image of their own country in the world; television and radio organizations which broadcast abroad may have different status but all of them work under the auspices of the State; in most countries broadcasting is carried out primarily through funds from the state budget; to convey exactly to the listener a position on certain issues the broadcasting is carried out in the native language for the audience as well as simultaneously it can be used a language of the subject of international broadcasting; in some states it is prohibited to broadcast directly to the audience of its own country; the trend of the past few years is the association of broadcasting services in media holdings [1].

Thus, media diplomacy as a specific form of activity remains for most countries of the world an important instrument in promoting and protecting national interests abroad, forming and maintaining a positive image of their own country in the world.

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