Although the topic of my presentation is stated as "The Presentation of Foreign Policy by Ukraine's Politicians…" it was and actually is "The Representation of citizens' Foreign Policy orientations…", that is whether Ukrainian power elites represent their constituencies in foreign policy domain, and how they do this.

The topic is quite broad and connected with several spheres of social research. First of all, if we talk about representation we have to address Moscovici's theory of social representations. As we study representation in political sphere we must follow the framework of delegation and functioning of citizens' representatives. We can mention here, for instance, now classical systematisation of normative approaches to political representation by Pitkin, as well as Weber's notion of bureaucratic and "political" styles of government. As we study public representation, it is inseparably connected with public communication. Thus we have to address theories of communication. As we study foreign relations domain we have to address communicative approaches in this sphere, like public (or media) diplomacy, interstate communication models (like that which was proposed by Holsti in studies of interstate conflicts). Public communication also presumes the consideration of the role of media in public-state (or say power elites) relations.

But all these are middle-level theories, which better or worse explain different domains of social problematics and different aspects of our research design. Now the meta-theory on which our research is based and from which its explanatory power originates is Habermas'es conception of discursive basis of social unity and sustainable democracy. We apply this to foreign policy elaboration, presentation and representation in Ukrainian society. So, this stable development to exist there must be the following conditions fulfilled.

Now we proceed with our methodological part: how to operationalize these theoretical concepts in empirical study. This study, I present today, is a main part of a bigger PhD research project which aim is to study foreign policy discourse in a broader context. The general conceptual framework of the project presented on the scheme. So, as you can see the scope of my study covers Ukraine-Russia relations. It happened that during presidential elections of the year 2004 one candidate, namely Yanukovych, was seen as pro-Russian politician and the other, namely Yushchenko, was seen as more nationally or/ and pro-western oriented. Moreover, the problem is that in eastern and southern regions a lot of people speak Russian as their second and even first native language, also being oriented towards Russia, especially in Crimea. In western and central regions the situation is opposite. Western Ukrainians orient themselves to western countries or sometimes support isolationism, but will never support pro-Russian vector. Therefore politicians often dramatize the issue to mobilize their electorate. That's why I narrowed my data of interest to messages about Ukraine and Russia relations.

The goal of the Ukraine-centered part of the study is to estimate the level of representation of foreign policy orientations by power elites. Foreign policy orientations we studied with public opinion polls which are at the same time the most informative channel of communication about public orientations for political leaders. Representation of these orientations we study on the level of public communication with the use of quantitative content-analysis.

Coding. First of all, we propose to apply specially structured universal lexical dictionary instead of pre-constructed analytical vocabulary. This will make program universal for any study and will not presume any inner assumptions. The dictionary should be of matrix shape and be used as "time after time reference base". Using codes comparison and positional analysis within a sentence we can have the opportunity to answer one of the main questions of automatic text processing: "Whether certain word is directly connected with the other word, if they co-occur in the same sentence?" Also we used RegExp to select only those parts of web-pages we need to analyse.