

**Domestication of international conflicts in Ukrainian TV coverage: overlapping
between political and media discourses**

Abstract

This research is focused on the process of construction of the international news, in particular, to the process of its domestication. The concept of news domestication is based on the assumption that the audience is more interested in the relevant news that has any connections (or anchors) to the country of broadcast. Journalists may take such cues for news domestication from the political discourse on topic; hence, media and political discourses may overlap. As a result, news may potentially become both the mouthpiece of political propaganda, and it may either reflect the dominant ideology, or serve to the promotion of the political views shared or supported by the owners of the media.

This research is devoted to the study of domestication of the international conflicts' TV coverage in Ukraine. The coverage of the 2008 South Ossetia war was chosen for the research, taking into account the resonance that this war caused among Ukrainian politicians and journalists due to the involvement of Russia and Georgia. Both countries are closely connected to Ukraine not only through the cooperation but also through the common history.

TV coverage of the 2008 South Ossetia war by three leading Ukrainian channels was analyzed, as well as the messages published by key political actors in Ukraine that define or implement state foreign policy.

As a result, overlaps between political and media discourses in Ukraine were discovered, which indicate that media and politicians share some common prejudices regarding foreign and domestic policy in Ukraine. For example, both accept as normal the deep cultural and social split in Ukraine, and both concentrate their attention on those Ukrainians that share their views claiming the opposite position as abnormal. Ukrainian media also do not cover the whole spectrum of the political positions of the elected Parliament, but instead provide floor to the marginal political forces. At the same time, Ukrainian media tend to follow the agenda imposed by the authorities. The analysis of the coverage also showed that the factor of Russia is one of the most important in both political and media discourses. The research also showed that there is a tendency to use domesticated news as a substitution of the materials from the site of occurrence. Some of the discovered tendencies in the media coverage are worrying, because they may prevent Ukrainian media from fulfilling their duty as watchdogs of

democracy, which is especially important for Ukraine as for the country, which is now in the process of transition.

***Keywords:** television, coverage of conflicts, domestication of international news, political discourse, media discourse.*