

# Central European Journal of Communication

Volume 15 | No 2 (31) | Spring 2022

Scientific Journal of the Polish Communication Association

## Table of Contents

- 175** *Editors' Introduction*  
Anda Rożukalne and Michał Głowacki
- 178** *Narrating "Their War" and "Our War" – the Patriotic Journalism Paradigm in the Context of Swedish and Ukrainian Conflict Coverage*  
Nina Springer et al.
- 202** *Migration Coverage in Europe, Russia and the United States: A comparative Analysis of Coverage in 17 countries (2015-2018)*  
Marcus Kreutler et al.
- 227** *"Untouched by your Do-gooder Propaganda": How Online User Comments Challenge the Journalistic Framing of the Immigration Crisis*  
Jana Rosenfeldová and Lenka Vochocová
- 246** *Media Ownership Transparency and Editorial Autonomy as Corporate Social Responsibility in the Media Industry: The Case of Latvia*  
Ainārs Dimants
- 265** *Digital Reputation Management in American Cancer Hospitals: A Proposed Model*  
Pablo Medina Aguerrebere, Eva Medina and Toni Gonzalez Pacanowski
- 286** *Communicative Analysis of Dialogical Interaction: Methodology of Research*  
Oleksii Borysov and Olena Vasylieva
- 304** *Public Service Media Between Theory and Practice*  
Interview with Professor Karen Donders
- 310** *Book Reviews*
- 317** *Events*
- 327** *Notes on Contributors*

We dedicate the Spring 2022 issue of the *Central European Journal of Communication* to Professor Bogusława Dobek-Ostrowska to celebrate the 40<sup>th</sup> anniversary of her scholarly career and achievements. We are grateful to Bogusława for her contribution to media systems and journalism culture scholarship in Central and Eastern Europe, alongside the scientific community-building in Poland and beyond.

Bogusława served as the President of the Polish Communication Association (2008–2013) and Editor-in-Chief of the *Central European Journal of Communication* from its early days on (2008–2019).

We thank Bogusława for her advice and lengthy support towards the fundamental values and societal mission connected with communication and media studies.

We highly appreciate her dedication and enthusiasm and wish her all the best for her Jubilee!

*Iwona Hofman*

PRESIDENT, THE POLISH COMMUNICATION ASSOCIATION

*Michał Głowacki and Agnieszka Stępińska*

EDITORS, THE CENTRAL EUROPEAN JOURNAL OF COMMUNICATION

## Editors' Introduction

What is this era that we all experience, from which it is impossible to hide or avoid, by simply shouting, “stop the world, I want to get off now?” Do all societal crises of the early 2020s present an ironic interpretation of the notion of dominating the liberal world, proposed in 1989 by the famous political scientist Francis Fukuyama in his essay “The End of History?”. After more than three decades, Fukuyama has evidenced more recent failures and discontents of Western liberal democracy “as the final form of human government” (Fukuyama, 2022; Schuessler, 2022). Societal threats in the form of new and more advanced forms of ideological polarisation, political propaganda and media misinformation are now coupled with other turning points (Boit, Hart & Kuipers, 2017). The notion of the crisis itself has become multilayered and fragmented. Around the globe, it has been recently used concerning health, war, economy, climate change and an ongoing struggle for equality and sustainability alongside free and accountable media (Fengler et al., 2022).

February 24, 2022, marks the brutal Russian invasion of Ukraine with visions of free and responsible media in crisis communications and its public perception. In response to the war in Ukraine, we have all experienced the multiple voices and perspectives resonating in international and national politics and news agendas. The “Central European Journal of Communication” (CEJC) is a part of the whole societal ecosystem because it exists and evidences rapid changes in today’s media. Hence, we make it clear; we stand for the Ukrainian citizens, media and researchers defending freedom, democracy and all the related values.

We start the Spring 2022 CEJC issue with a joint Swedish-Ukrainian study on patriotic war narration that illustrates media in light of the Crimea crisis of 2014 onwards. The study by Nina Springer, Gunnar Nygren, Andreas Widholm, and Dariya Orlova, entitled “Narrating “Our Conflict,” “Their Conflict,” and the “Conflict of our Ally”: The Patriotic Journalism Paradigm in the Context of Swedish and Ukrainian Conflict” proves the blend of normative views vs journalistic practices in reporting from the conflict zones. Correspondingly, the following papers by Markus Kreutler et al. and Jana Rosenfeldová and Lenka Vochocová look at media reporting on migration, using the refugee crises of 2015 as a point of departure. In fact, these studies evidence a call for

more advanced methods to juxtapose media contents, media users' perspectives, and media's organizational culture and management, another potential layers for studying the crisis.

Building on Deuze's call for more humanocracy in media studies (Deuze, 2021) and transdisciplinary media-oriented research (Doudaki et al., 2022) presented in previous CEJC issues, this volume extends media challenges in the aftermath of social distancing, lockdowns and media's role and image in the times of pandemic. In line with this, Ainārs Dimants explores Latvian media editorial autonomy and newsrooms' transparency via the lenses of corporate social responsibility. Taking health and societal wellness as a point of departure, Pablo Medina et al. analyse online reputation management with the case studies of American cancer hospitals. Overall, we see an interplay between the media's organisational crises and the crises in the media contexts. Indeed, all the studies presented in this collection argue for the rebirth of fundamental values and creating responsible and accountable connections between individuals, communities, the states and societies.

In a section on Methods and Concepts, Oleksii Borysov and Olena Vasylieva look at the prerequisite of a successful dialogue between two people. The "Communicative Analysis of Dialogical Interaction: Methodology of Research" study calls for a more in-depth understanding the communications contexts and openness towards the linguistic methodologies; a subject for further discussion and empirical validation.

Going back to fundamental democratic values, the Interview with Karen Donders provides the so-called "reality check" for delivering public value by public service media (PSM) in Europe. Referencing semi-structured interviews conducted across Western, Central and Eastern European traditions, Donders argues for an understanding of societal lenses and cultural path-dependencies in analysing the PSM today. Uncovering findings from her latest scholarly book, "Public Service Media in Europe. Law, Theory, and Practice" Donders (2021) looks at external pluralism, the multiplication of truths alongside the societal acceptance of the 'of coursiveness' of the PSM capture. Karen received the 2021 "Media and Democracy Karol Jakubowicz Award" from the Polish Communication Association and Małgorzata Semil-Jakubowicz.

With this issue, we present the nominees for the Karol Jakubowicz's Award of 2022, reviews of books and reports from the "Central European Journal of Communication" related events. One of them, under the umbrella of "Enhancing Independent and Effective Media Self-Regulation in Poland" events, aims to create a cross-cultural journalism dialogue on media self-regulation in Poland.

Overall, the studies in this collection prove that the mediatization of democracy quality crisis needs to become an important context for studying media in crisis. We think the classical and recent thoughts by Fukuyama on the clash

of culture need to involve related cultural media potentials alongside the path-dependencies repeated. We hope for more humanocracy and more critical looks at the foundations of Western democracy, one of the reference points being to address the societal and media polarisation coupled with organizational crisis dimensions. We shall keep an eye on an interplay between media crises frameworks to further understand the media's and media researchers' response to crisis, adaptation and change.

*Anda Rožukalne*

RĪGA STRADIŅŠ UNIVERSITY, LATVIA

*Michał Głowacki*

UNIVERSITY OF WARSAW, POLAND

## REFERENCES

- Boin, A., Hart, P., & Kuipers, S. (2018). The Crisis Approach. In: H. Rodríguez, W. Donner & J.E. Trainor (eds.) *Handbook of Disaster Research* (pp. 23–38). Springer International Publishing, [https://doi.org/10.1007/978-3-319-63254-4\\_2](https://doi.org/10.1007/978-3-319-63254-4_2)
- Deuze, M. (2021). Challenges and Opportunities for the Future of Media and Mass Communication Theory and Research: Positionality, Integrative Research, and Public Scholarship, *Central European Journal of Communication*, Volume 14, Number 1 (28): 5–26.
- Donders, K. (2021). *Public Service Media in Europe: Theory, the Law and Practice*. London, New York: Routledge.
- Doudaki, V., Carpentier, N., Głowacki, M. (2022). Mediating Change, Changing Media: Dimensions and Perspectives, *Central European Journal of Communication*, Volume 15, number 1 (30): 2–14.
- Fengler, S., Eberwein, T., Karmasin, M. (eds.) (2022). *The Global Handbook of Media Accountability*. London and New York: Routledge.
- Fukuyama, F. (1989). The End of History? *The National Interest*, no. 16 (Summer 1989): 3–18.
- Fukuyama (2022). *Liberalism for the Twenty-First Century*; online talk at Stanford University. Retrieved August 30, 2022, from <https://www.youtube.com/watch?v=4G6KcRCQpoM>.
- Schuessler, J. (2022). Francis Fukuyama Predicted the End of History. It's Back (Again). *The New York Times*, May 10, 2022. Retrieved August 26, 2022, from <https://www.nytimes.com/2022/05/10/arts/francis-fukuyama-history-liberalism.html>.