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INTERPRATIVE FRAMEWORK OF THE FACT OF JOINNIN CRIMEA AND SEVASTOPOL TO THE RUSSIAN FEDERATION IN POLISH PRESS

The article will present the results of content analysis (qualitative character, comparative approach) of press materials on Russian policy towards Ukraine, including the decision which was made after the referendum conducted in Crimea to join it, and Sevastopol to the Russian Federation. The analysis covered the texts published in "Gazeta Wyborcza" and "Nasz Dziennik" in the period from 15 March 2014 to 31 April 2014. The purpose of the study is to demonstrate the relationship between the method of reporting the events in the Crimea (during the first two weeks after the referendum was conducted), the presentation of views on the politics of Russia and President Putin's image and the characteristic programmatic in both newspapers attitude towards the EU, its activities and vision of Polish place in the EU.

Examined is the way of communicating the fact of the political breakthrough in the relations between Russia and the West with respect to the programmatic Occidentalism ("Gazeta Wyborcza") and anti-Occidentalism ("Nasz Dziennik") exposed in each of the newspapers.

The type of framing was determined using categories developed by H. Semetko and P. Valkenburg (conflict frame, the frame of responsibility, the economic consequences frame). Framing tools have been characterized - symbols, diagrams, key words, metaphors and characteristic phrases. It has been examined whether, and to what degree in the pages of selected newspapers it was given the opportunity to present alternative views inconsistent with agenda, setting and ideological profile of each of these newspapers.

Main thesis: The political worldview option of both "Gazeta Wyborcza" and "Nasz Dziennik", has decided to politicize the media message. In both newspapers, each in its own way, the espoused vision of domestic and foreign policy of Russia is biased and one-dimensional. Regardless of the Eu's point of view and its activities presented in both newspapers, the situation in the Crimea in the specified time period was assessed according to the russophobic paradigm operating in Poland since the postwar.