

CRIMEA IN MEDIA OF EUROPEAN AND MIDDLE EAST COUNTRIES. RESULTS OF MONITORING MEDIA HITS OF CRIMEA

(May 2023 – May 2024)





CRIMEAN
HUMAN RIGHTS
GROUP

LOOQME



CRIMEA
PLATFORM –
EXPERT
NETWORK



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(May 2023 – May 2024)

June 2024, Kyiv

Survey Prepared by Crimean Human Rights Group and Looqme within Framework of Crimea Platform Expert Network

The report online is available at: <https://lookerstudio.google.com/s/iyONAKuIQpw>

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1. ABOUT REPORT AND METHODOLOGY:

A hind-sight analysis of media hits covers the period of 1 May 2023 – 31 May 2024. To obtain more accurate measurements and use the results it is recommended to further monitor in real time since some media files once deleted may not be covered by the hind-sight report.

COUNTRIES OF SURVEY:

Europe: Germany, Romania, Poland, Italy, the Netherlands, Hungary, Switzerland, France, Sweden.

Middle East: Kuwait, Lebanon, United Arab Emirates, Qatar, Saudi Arabia.

The sample includes news about Crimea in the media of the countries Ukraine is in close partnership with (e.g., Germany) or Ukraine is going to develop it (e.g., Qatar), in particular in the context of the future de-occupation of Crimea. It is important to note that these are countries where media in local languages are the most popular (not only in English).

The survey purpose is to analyze quantitatively and qualitatively Crimea presence in the information environment of the countries under survey, to describe key topics and narratives, to trace the interest in the subject changing over time. Specific survey objectives were to identify persons who were most frequently quoted in the news about Crimea, and to review the position of the foreign media on territorial affiliation of Crimea.

TERMINOLOGY OF SURVEY

ROLE

MAJOR role is assigned to the surveyed object if it is crucial for an action described in the text or for this action context or is one of its most active participants.

SECONDARY role is assigned to the surveyed object if it appears once, is of little significance or is hit just contextually.

SENTIMENT

Sentiment was assessed with AI tools. Positive, Negative, Neutral was positioned based on the value of news context for Ukraine. Thus,

POSITIVE sentiment is assigned provided that the publication content is positive for Ukraine;

NEUTRAL sentiment is assigned provided that the publication content is descriptive and does not present a position which is polar opposite to Ukraine's one;

NEGATIVE sentiment is assigned provided that the publication content adversely affects the course of events in Ukraine, its activity, and positioning in the world.

NEWS SOURCES

For the purpose of the survey, foreign sources from the LOOQME mass media data base with news hitting the survey objects (over 12,000 sources) were sampled. In total, over 3,000 foreign mass media were analyzed.

MASS MEDIA TYPE

To analyze hits in Internet sources for all survey countries and 4 types of mass media (Internet, TV, print media, and radio) for Romania.

POTENTIAL REACH

Potential number of contacts with audience.

NEWS SAMPLE

The total number of relevant texts is 232,075.

For European countries, sampling, i.e. a multi-stage random sampling with a proportional selection at the last step, was used to analyze role and sentiment of news, the content of narratives. Thus, 11,073 publications were selected for analyzing role/ sentiment/other parameters. For Arabic countries, flat dataset encoding was applied — 2,230 publications.

PERSONS

One of the survey objectives was to identify persons most frequently quoted by media in the Crimea subject news.

NARRATIVES:

AI tools and content-analysis were used to identify the most popular narratives. In addition, some narratives were artificially included into the analysis scope to understand to what extent a specific subject is popular among the foreign media.

It should be pointed out that the survey lacks the Crimea subject publication distribution by the media ownership types, as this requires a more detailed study and appropriate resources. However, this aspect is worth studying in-depth in the future, because the number of pro-Russian narratives, in particular on the Crimea subject, observed in the countries of Europe and the Middle East is quite large. Thus, it is important to understand what they are caused by: a significant number of unfair pro-Russian media or elementary vacuum of knowledge amidst journalists, and a dedicated analysis of selected media will help to achieve this.

2. MEDIA HIT ANALYSIS FOR EUROPEAN COUNTRIES¹

Generally speaking, the subject of Crimea was actively spread in the media space of European countries during the period under survey. The highest number of publications is recorded in the sources of **Germany, Romania and Poland**, and the least — in the sources of **Sweden**.

The most active hit periods were July 17 and 19. At that time the most common newsbreaks in the foreign media were:

1. The attack on the Crimean bridge that caused the death of people and stopped the traffic. Russia accuses Ukraine of a terrorist attack and threatens a tough response, in particular, Putin and Medvedev utter threats to Ukraine.
2. After this attack, Russia has decided not to extend the agreement on exporting Ukrainian grain through the Black Sea, that might cause a global food crisis. Western countries condemned this decision.
3. In Ukraine, intense hostilities continue in the east, Ukrainian forces report about territorial acquisitions there.

¹ A detailed information by filtering per country is available at:
<https://lookerstudio.google.com/s/iyONAKulQp>



4. Reports of attacks on Ukrainian refugees in Europe and a fire at a Russian military base in Crimea, which led to the evacuation of people.
5. Russia advises tourists to leave Crimea because of the danger and threatens ships in the Black Sea after the expiration of the grain agreement, considering them as possible opponents.

With the help of AI, it was also identified how the peninsula was positioned in the texts. The following variants of affiliation were determined: Crimea is Ukrainian, Russian, Tatar, affiliation is not specified in the text. As to the European countries, the pro-Ukrainian position dominates in the texts, which makes up a third of the distribution.

A relationship between the hit positive/negative contexts and the Crimea affiliation statement is observed in the texts. Thus, more positive context is found in the publications that represent a pro-Ukrainian position, while more negative context is observed in the texts with pro-Russian connotations. The publications with a pro-Tatar position do not feature any negative interpretation.

Among the European countries, the highest number of pro-Ukrainian position news was recorded in the mass media of Sweden, Poland, and Romania; as to the pro-Russian position, most of them were recorded in the mass media of Romania, Italy, France and the Netherlands. Compared to the neutral position, the Romanian mass media demonstrated many pro-Russian (due to the influence of Russian propaganda and the pro-Russian media activity) as well as pro-Ukrainian narratives. At the same time, the number of “neutral” hits in the Romanian media is insignificant.

Comparing the ratio of publications with pro-Ukrainian and pro-Russian positions, it is worth paying attention to the narratives in Italy and the Netherlands, where positioning Crimea as Russian territory prevails over the Ukrainian one. In Switzerland, a neutral position of mass media is observed.

Regarding information about the Crimean Tatars, the share of such news in the texts is insignificant. The total percentage of this national minority hits does not exceed 3%.

Crimea in Media of European and Middle East Countries.

Results of Monitoring Media Hits of Crimea (May 2023 – May 2024)

Summary

Quantitative Indicators

Number of publications

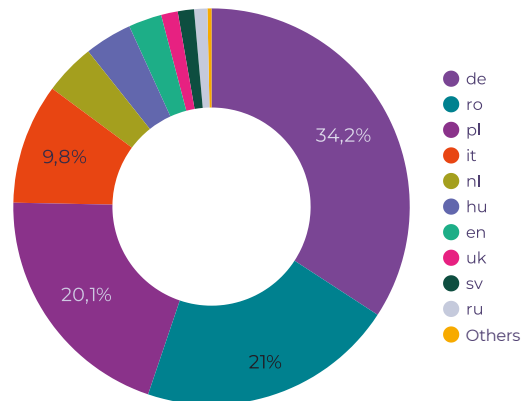
229.4k

Potential reach

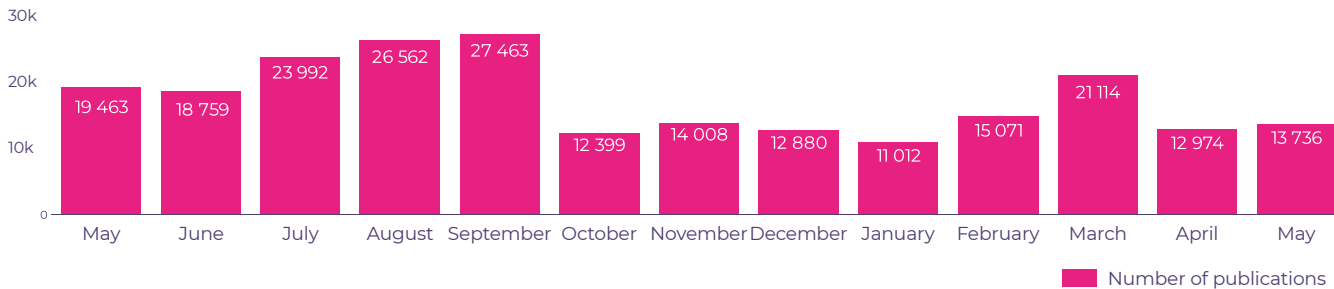
1.5bln

	Media Type	Number of Publications	Share of voice
1.	internet	228 882	96,49%
2.	tv	309	1,58%
3.	press	207	1,68%
4.	radio	35	0,25%
Total		229 433	100%

Distribution by language in the texts

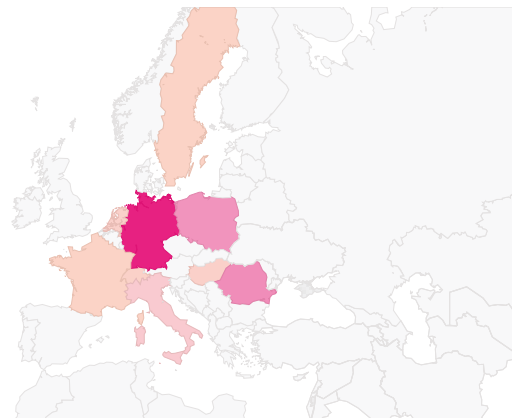
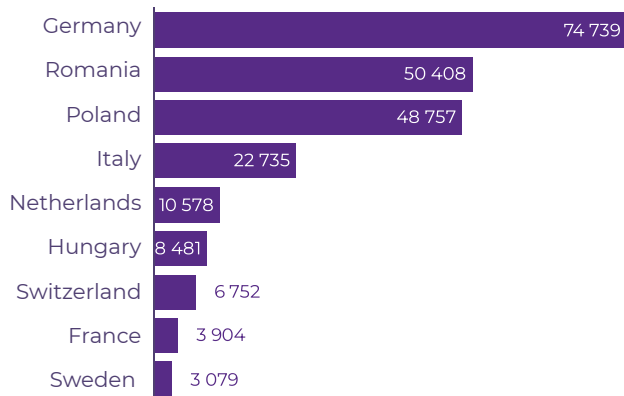


Month trend data

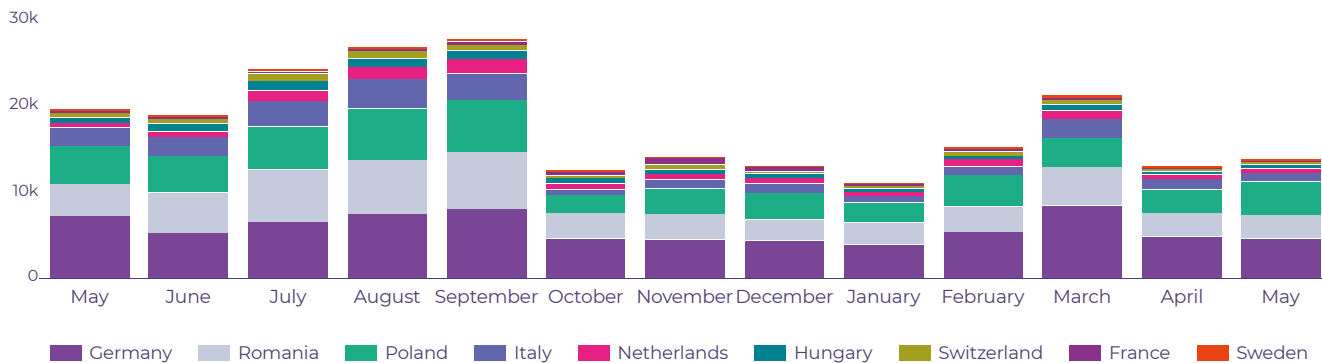




Communication per country



Quantity trend by country distribution

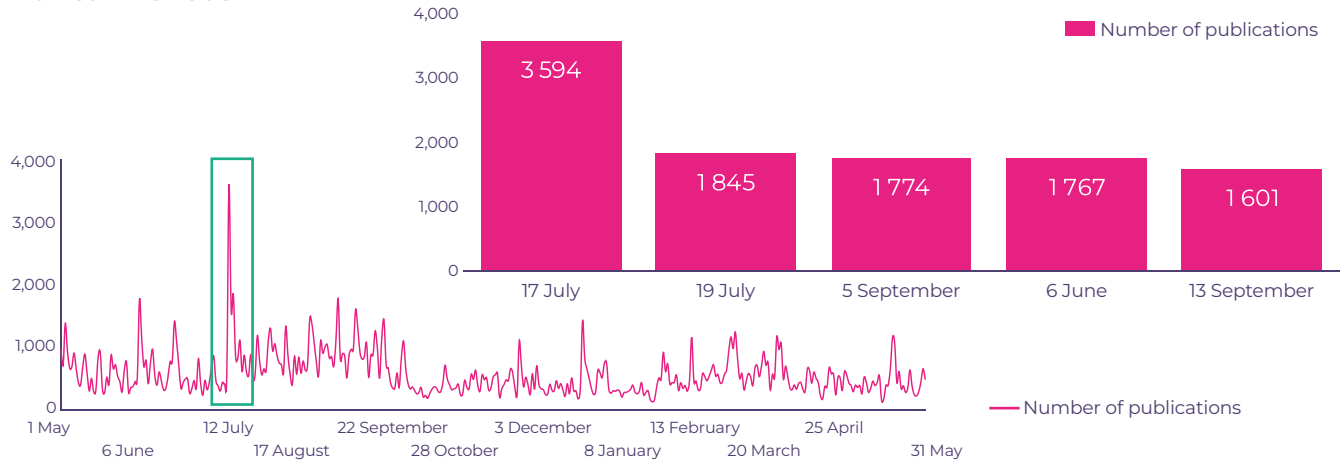


EUROPEAN COUNTRIES

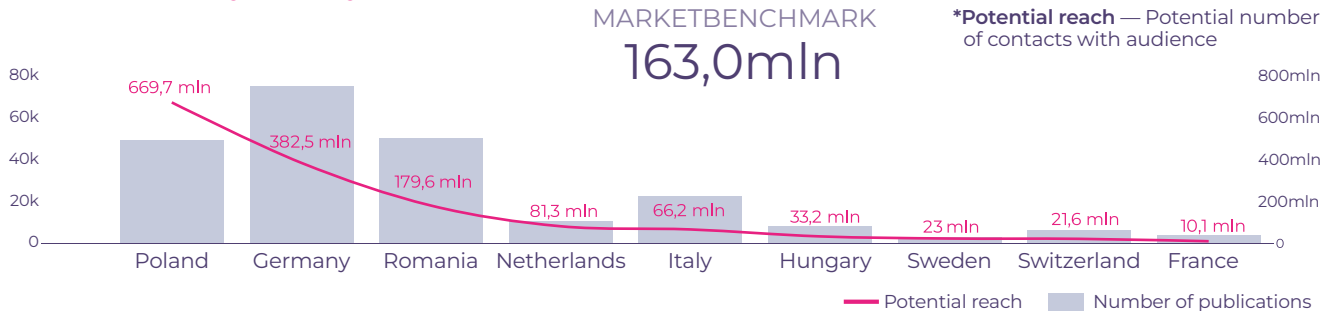
Crimea in Media of European and Middle East Countries.

Results of Monitoring Media Hits of Crimea (May 2023 – May 2024)

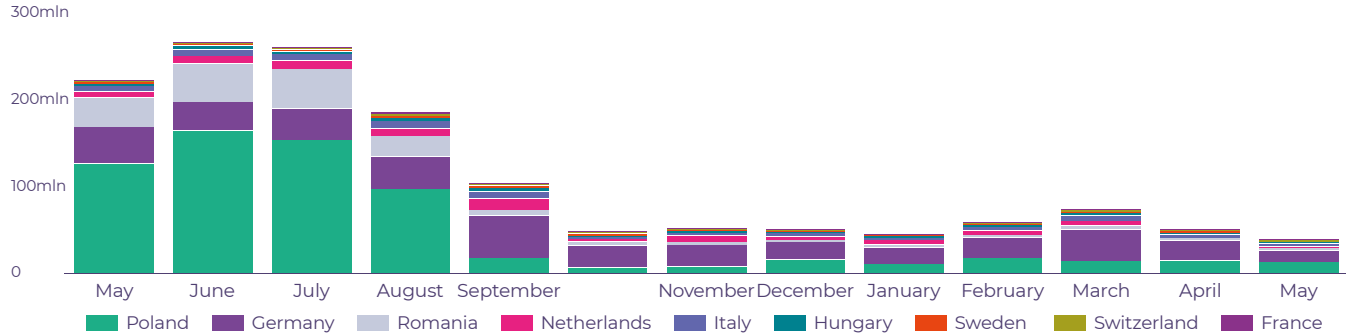
Hit Peak Periods



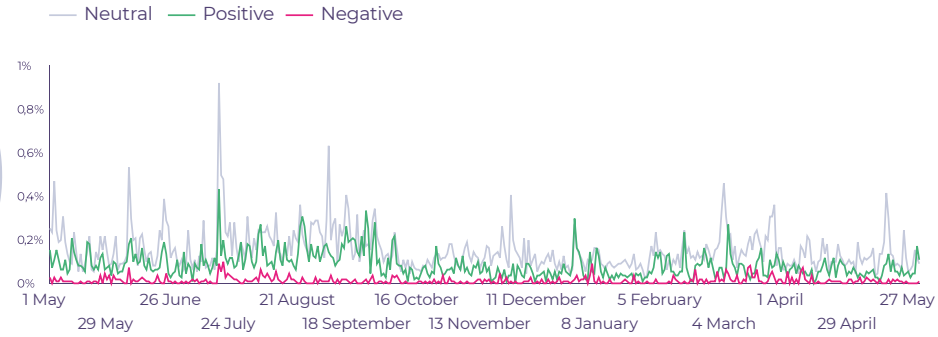
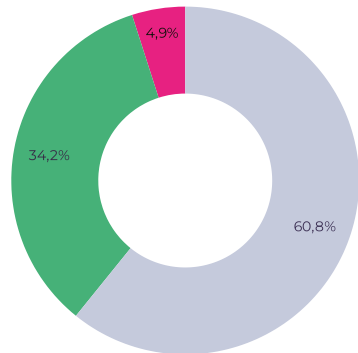
Potential reach by country distribution



Potential reach trend by country distribution



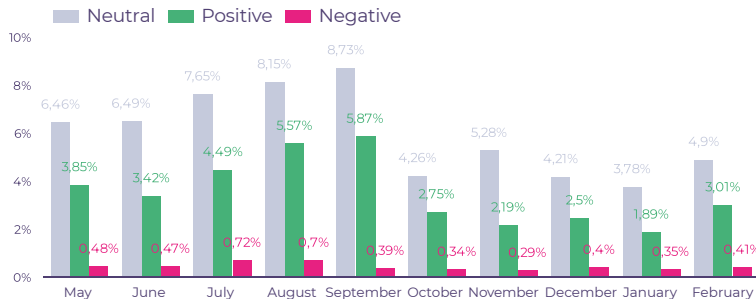
Overall sentiment distribution



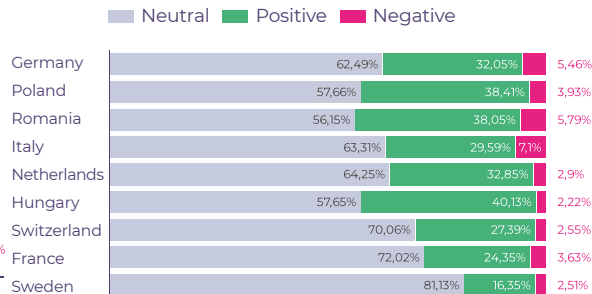
● Neutral ● Positive ● Negative

Crimea in Media of European and Middle East Countries. Results of Monitoring Media Hits of Crimea (May 2023 – May 2024)

*Sentiment distribution by months

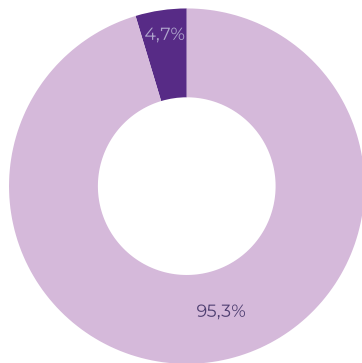


Sentiment by countries



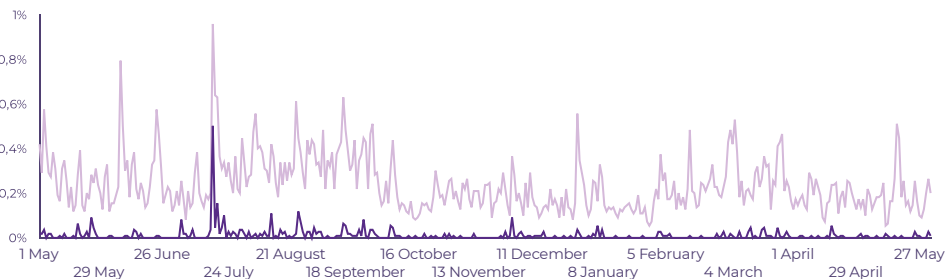
* Sentiment share per month is calculated based on the number per month referred to the total of data

Overall distribution by Crimea hit role

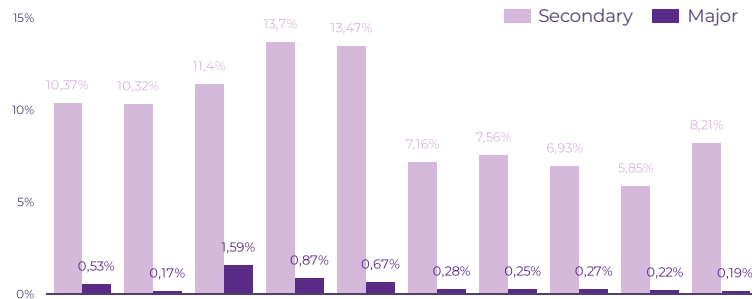


● Secondary ● Major

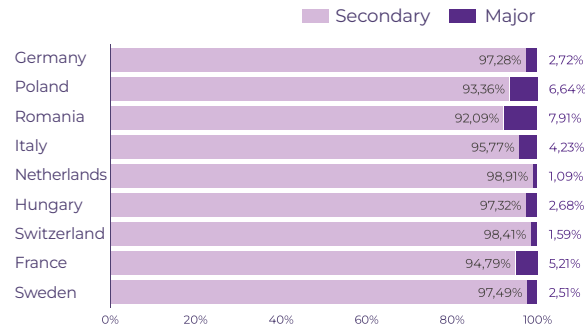
— Secondary — Major



*Distribution of role per month

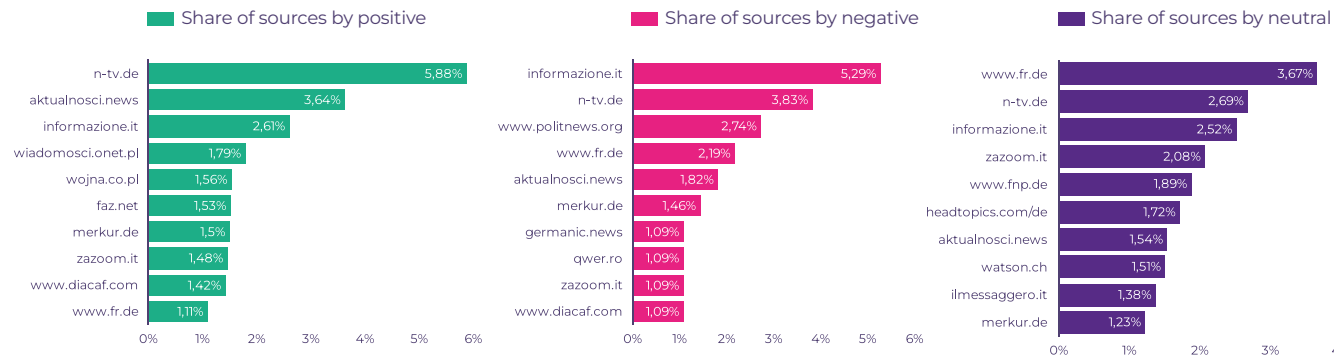


Role per country



* Sentiment share per month is calculated based on the number per month referred to the total of data

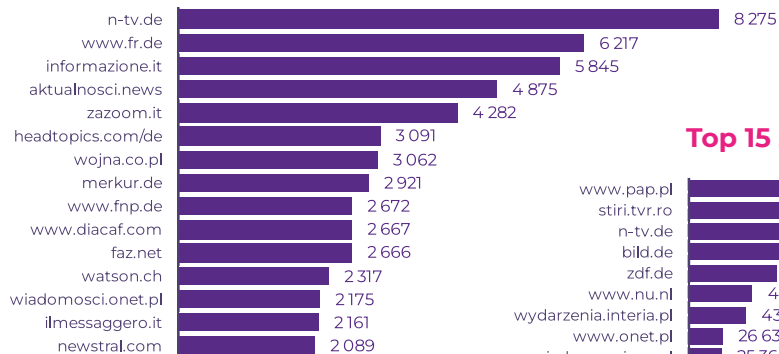
*Top sources by sentiment



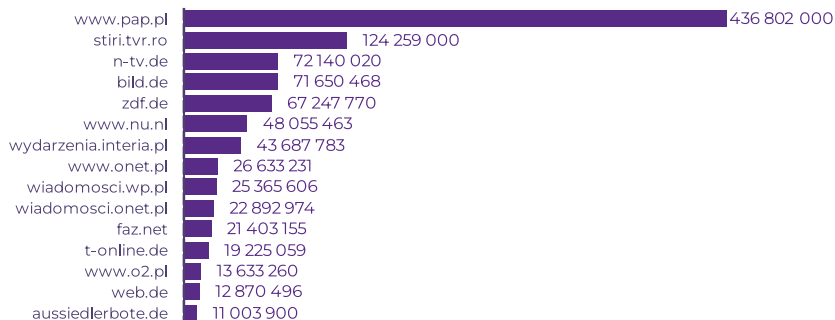
*Top sources are defined as the proportion of the distribution of source presence in the array, where the highest source in the diagram is the most active

Crimea in Media of European and Middle East Countries. Results of Monitoring Media Hits of Crimea (May 2023 – May 2024)

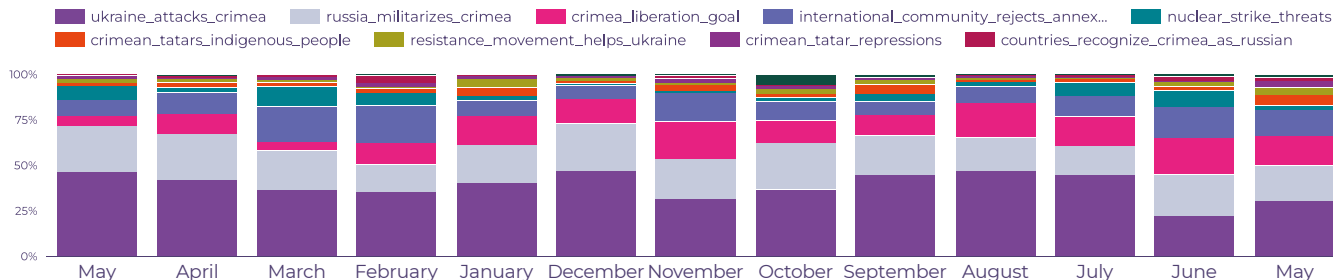
Top 15 sources by number of publications



Top 15 sources by potential reach



Narrative communication trend

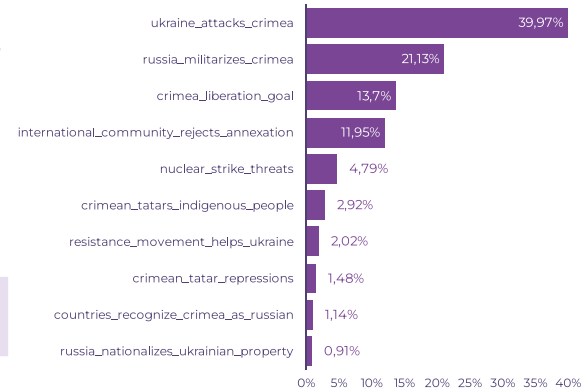


Thus, the European countries media texts analyzed against the considered parameters, mostly testify to the pro-Ukrainian position regarding Crimea. The predominance of a positive for Ukraine interpretation of events can be manifested in actual signs of support for our state. However, there are countries where the share of negativity in the interpretation of events or the hypothetical positioning of Crimea as Russian territory could be a red-flag to enhance information campaigns aimed at enrooting the statement that Crimea is Ukraine.

The narrative analysis demonstrates that the European mass media space features the following:

1. **“ukraine_attacks_crimea”** narrative news report on Ukraine’s attacks on the Russia-occupied Crimea, in particular on the Kerch Bridge, the Russian Navy base in Sevastopol and other military targets. Russia blames Ukraine in terrorist acts and threatens equivalent measures. Crimea is a key area of this conflict.
2. **“crimea_liberation_goal”** narrative news present Crimea as a key topic in the context of hostilities and Ukraine’s attempts to return it. Many news focus on the importance of this occupied peninsula to the course and potential end of the conflict. Numerous news describe the current situation at the front, hostilities in various regions, as well as casualties on both sides of the conflict. There are assessments of the progress or delays of the Ukrainian counteroffensive.
3. **“russia_militarizes_crimea”** narrative news inform that in response to Ukrainian attacks, Russia has significantly strengthened air and sea defense facilities in Crimea, deployed new troops and military

Analysis of narratives based on mass-media citations

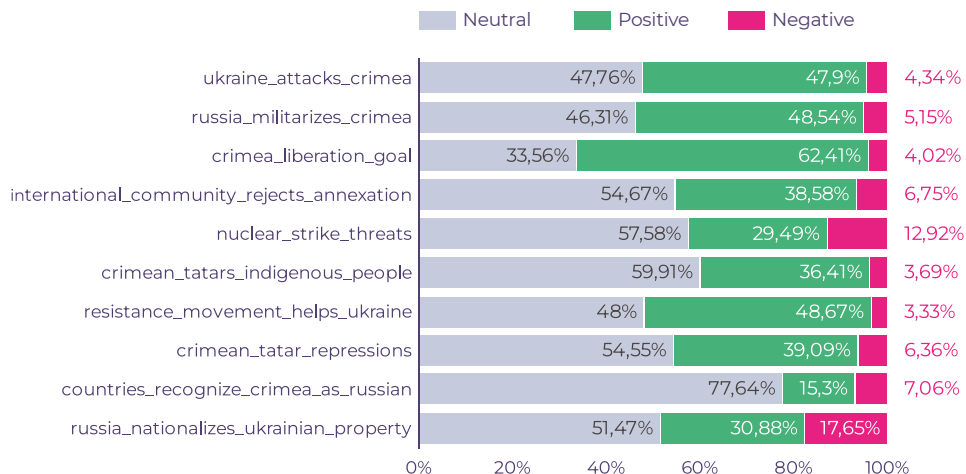


Crimea in Media of European and Middle East Countries.

Results of Monitoring Media Hits of Crimea

(May 2023 – May 2024)

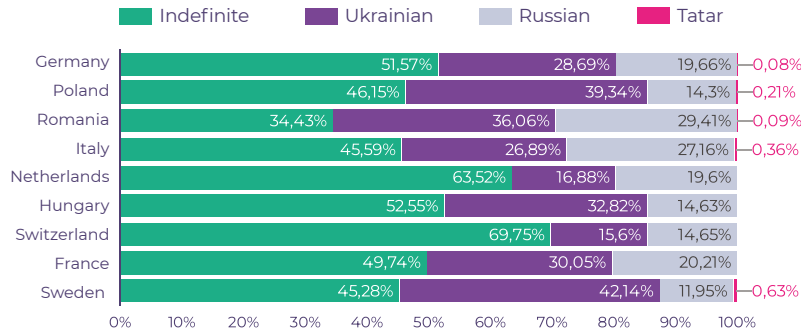
Context sentiment considered



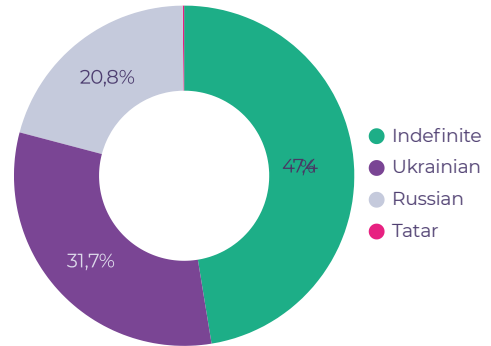
Examples of publications

Title	Tags	Country	Source	Potential reach
1. Aktuelles zum Krieg in der Ukraine	ukraine_attacks_crimea	Germany	zdf.de	1 631 368
2. Aktuelles zum Krieg in der Ukraine	russia_militarizes_crimea	Germany	zdf.de	1 092 500
3. Aktuelles zum Krieg in der Ukraine	crimea_liberation_goal	Germany	zdf.de	1 085 118
4. Rusia anun c a doborot ase drone ucrainene la mai puin de 200 de km de Moscova	ukraine_attacks_crimea	Romania	stiri.tvr.ro	907 000
5. Atac aerian al Rusiei respins la periferia Kievului, declar autoritile ucrainene	russia_militarizes_crimea	Romania	stiri.tvr.ro	907 000
6. Moscova anun organizarea de "alegeri" locale pe 10 septembrie n teritoriile ocupate din Ucraina	international_community_rejects_annexation	Romania	stiri.tvr.ro	907 000
7. Експерт для РАР: українські атаки на Крим змусили Росію сховати кораблі Чорноморськ...	crimea_liberation_goal	Poland	www.pap.pl	840 000

Crimea affiliation in texts by countries



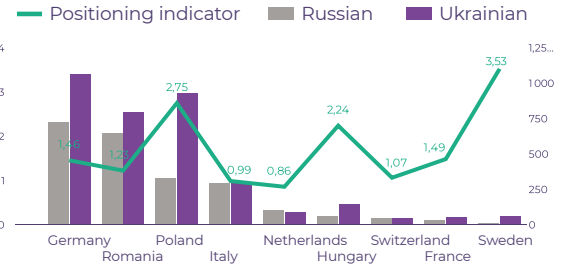
Crimea affiliation in texts



Crimea affiliation by context sentiment

Crimea affiliation	Number of publications	Positive	Negative
1. Indefinite	47,42%	33,61%	37,04%
2. Ukrainian	31,68%	51,65%	25,18%
3. Russian	20,76%	14,61%	37,77%
4. Tatar	0,14%	0,13%	0%
Total	100%	100%	100%

*Positioning indicator



*Aggregated indicator to present the ratio of Ukrainian and Russian content in texts about the Crimean Peninsula. A value less than 1 indicates a predominance of pro-Russian positions regarding Crimea in the texts of a specific country, 1 — neutrality, and more than 1 — a predominance of pro-Ukrainian positions regarding Crimea.

Crimea in Media of European and Middle East Countries.
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***Crimean Tatars hits in the texts**

Quantitative Indicators

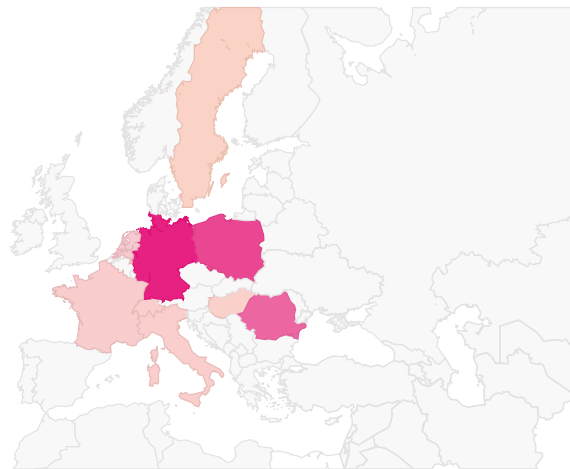
Number of publications

6.7k

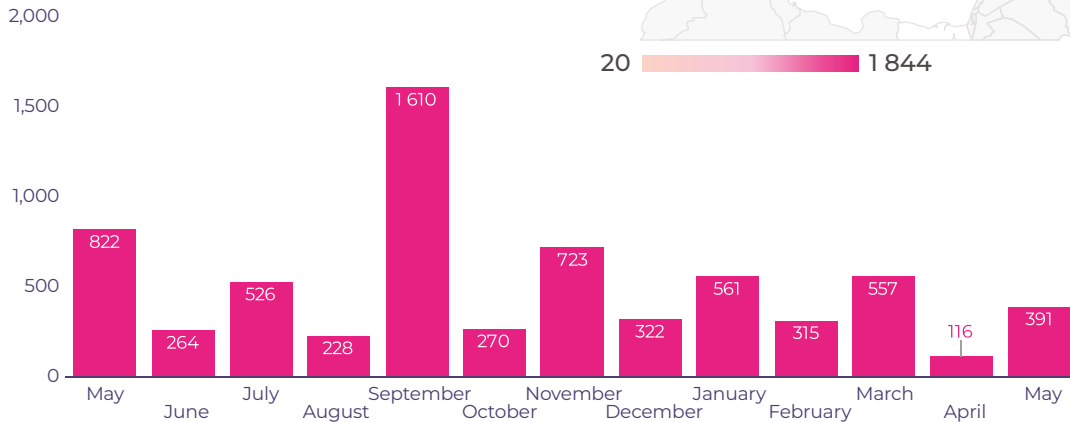
Potential reach

49.7mln

Media Type	Number of publications	Share of voice
1. internet	6 699	99,91%
2. press	4	0,06%
3. tv	2	0,03%
Total	6 705	100%



Month trend data



equipment, and threatened brutal measures in response to attacks on the territory of the peninsula. Both sides consider Crimea extremely important both militarily and symbolically. Russia seeks to maintain control over the peninsula for access to the Black Sea, while Ukraine seeks to restore territorial integrity. The supply of Western weapons, such as ATACMS missiles, has allowed Ukraine to strike targets in Crimea. Some allies, however, have warned that they do not support the use of these weapons for attacks on Russian territory.

The Crimean Tatars hits in the European countries texts about Crimea amounts to 3%. The narrative positioning the Crimean Tatars as indigenous people of Crimea singles out from the common media space news. Compared to other narratives, its share is almost 3%.

The publications hitting the Crimean Tatars feature such newsbreaks:

1. Russian occupation and annexation of Crimea. Many headlines point to the events of the Russian occupation and illegal annexation of Crimea in 2014 as well as the ongoing repressions against the Crimean Tatars in the occupied peninsula. Violations of human rights, russification, persecutions and imprisonment of activists are described.
2. Role of the Crimean Tatars in the struggle. Crimean Tatars actively support Ukraine, many of them serve in the national armed forces. Rustem Umerov, a Crimean Tatar, became the new Minister of Defense, which is symbolic. There are also Crimean resistance units that attack the Russians.
3. Heritage and identity of Crimean Tatars. Headlines address the issues of identity, heritage, and Russia's repressions against the Crimean Tatars, Russia trying to russify them and erase a specific identity of this minority in the occupied Crimea.

Crimea in Media of European and Middle East Countries.

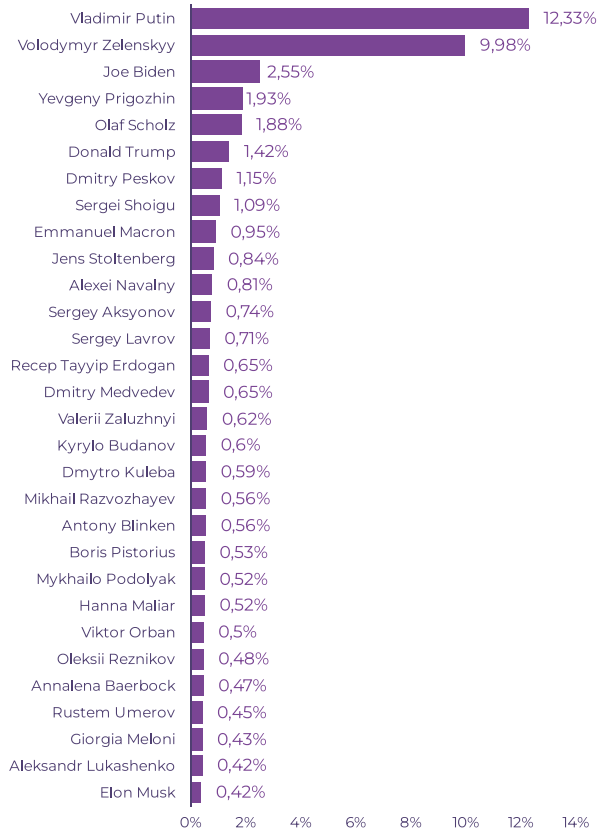
Results of Monitoring Media Hits of Crimea

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Analysis of quoting the persons in mass media



Top 30 Persons by number of quotations



The persons most actively mentioned by the European media were: Vladimir Putin (12.3%), Volodymyr Zelenskyi (10%), Joe Biden (2.6%). Among the first ten most quoted persons are mostly foreign and Russian politicians. Among the Ukrainian persons, only Zelenskyi has appeared in the top ten.

Those publications that mention Zelensky and Putin usually cover military events, the situation at the front, namely the Ukrainian counteroffensive, drone and missile attacks on the territories occupied by Russia, in particular Crimea, losses on both sides, diplomatic efforts to end the conflict. One of the main topics is the role of Vladimir Putin and Russian leaders in the continuation of the war.

The texts refer to Putin's nuclear threats, his attempts to justify the invasion, Russia's presidential election and his alleged loss of control. Tensions between Putin and the Wagner paramilitary group, led by Yevgeny Prigozhin, are also discussed. On the other hand, Ukraine's resistance to the invasion is described, President Volodymyr Zelenskyi's appeal for more Western military aid, his visits to other countries and negotiations on EU membership are reported, and the devastating impact of the war on the civilian population of Ukraine is assessed. Some texts refer to the contribution of Western countries and NATO to supporting Ukraine. Joe Biden is often mentioned in the context of the supply of ATACMS long-range missiles.

3. ANALYSIS OF CRIMEA HITS IN MIDDLE EAST COUNTRIES MEDIA

The number of references to the Crimea subject in the Arab countries media is much lower than in the European media, however, the media of these countries pay more attention to the topic of the Crimean Tatars — twice as many publications hitting Crimea are dedicated to them, compared to the European ones. However, there are many challenges due to the activity of the Russian media in Arabic and the communication of their narratives, as the territory of Crimea is often presented as part of the Russian Federation. As to the analyzed countries, the most hits are recorded in the sources of **Saudi Arabia**, less in **Qatar**. August was the most active month in terms of publications.



Summary

Quantitative Indicators

Number of publications

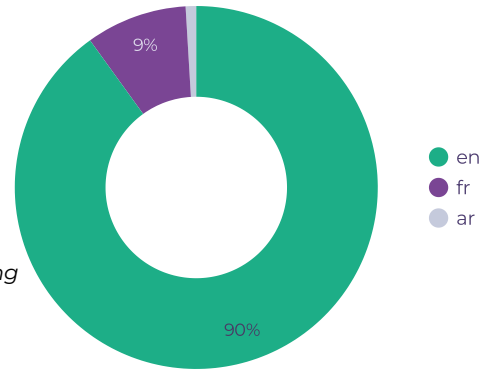
2,200

Potential reach

17.1mln

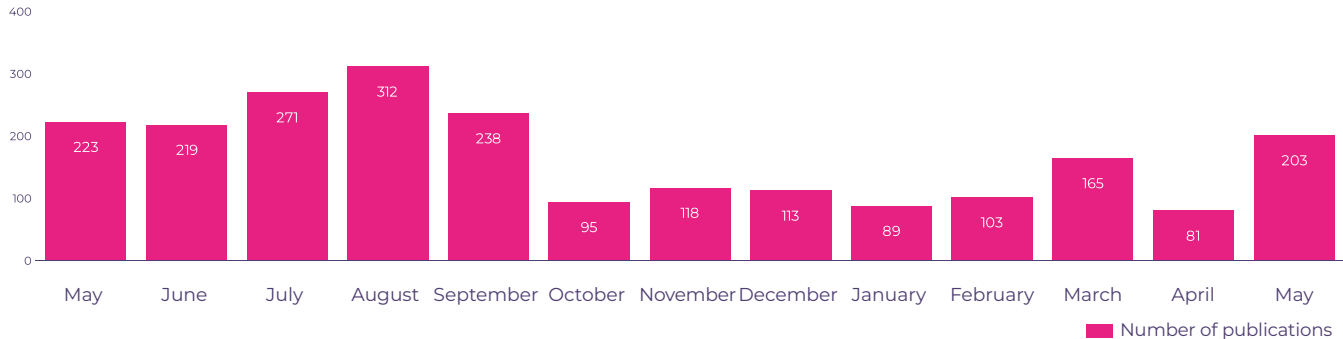
Media Type	Number of publications	Share of voice
1. internet	2 230	100%
Total	2 230	100%

Distribution by language in the texts



*(note: with two identical publications in Arabic and English, the monitoring instruments selected automatically that in English)

Month trend data



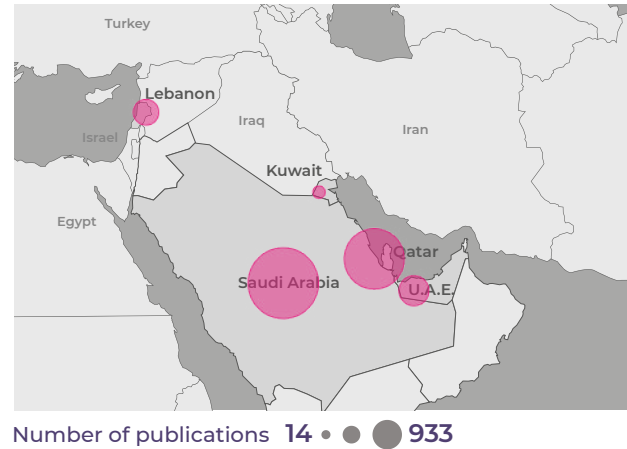
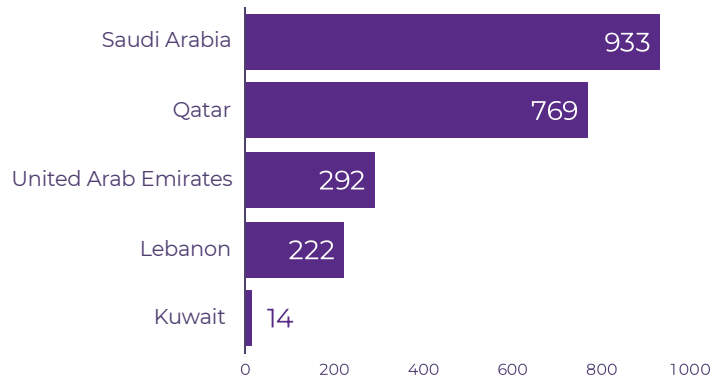
■ Number of publications



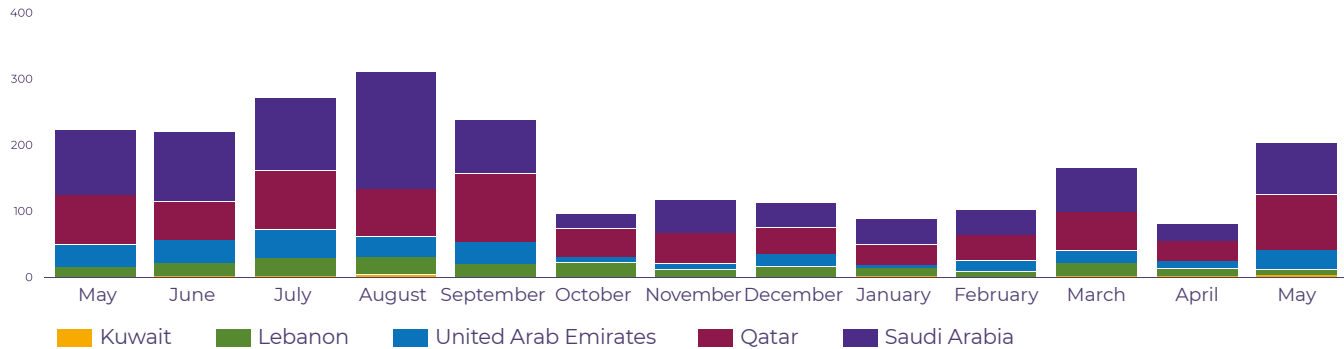
Crimea in Media of European and Middle East Countries. Results of Monitoring Media Hits of Crimea (May 2023 – May 2024)



Communication per country



Dynamics of the number according to the distribution of countries



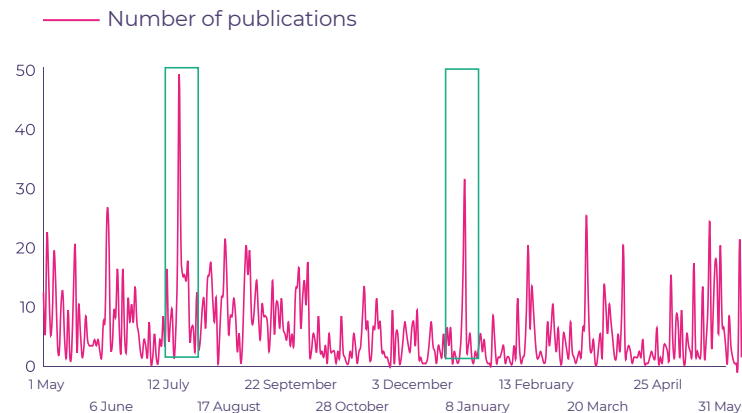
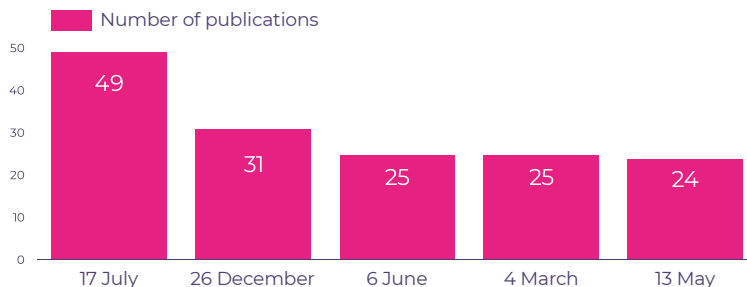
The most active hit periods were July 17 and December 26. At that time the most common newsbreaks in the Arab media were:

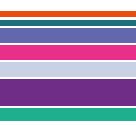
1. The attack on the Crimean Bridge that caused death of two people and affected a child. Russia blames the attack on the Ukrainian security agencies and promises the answer.
2. Russia suspended the agreement on the export of Ukrainian grain through the Black Sea after the attack on the Crimean Bridge. The UN and Turkey are waiting for a Russia's response regarding the further fate of the agreement.
3. Putin promised to respond to the "terrorist" attack on the Crimean Bridge. Ministry of Foreign Affairs of Russia called the attack a "terrorist act of the Kiev regime."
4. Traffic on the Crimean Bridge was partially restored a day after the explosion. The bridge is a crucial link in a logistical chain critical to Russia's military efforts in Ukraine.
5. Russia launched missile strikes on southern and eastern Ukraine from the Black Sea after backing out of the grain agreement.
6. Russia confirmed that one of its warships had been damaged due to the Ukrainian attack on Feodosiya but did not detail the scale of damage. The Russian Ministry of Defense reported that the ship had been damaged by the Ukrainian air-missile strikes.
7. Sergey Aksionov, the leader of Crimea legitimized by Russia, reported on the death of one person and numerous wounded as a result of the attack on Feodosiya. Some residential buildings were also damaged.

The most active information period was August. Key newsbreaks of the month:

1. Ukraine conducts drone attacks and special operations targeting the Russian troops in the peninsula, infrastructure in Crimea and around the Crimean Bridge.
2. Russian drone and missile attacks on Ukraine continue. Odesa, Kyiv and other cities were hit with infrastructure damaged.
3. Russia's statements about the results of Ukrainian attacks on its warships in the Black Sea and destruction of Ukrainian military boats.
4. Battles and announced territorial successes of both sides: Ukraine declares about a small advance south to Russian defensive lines, while Russia declares that it repelled Ukrainian attacks.
5. The crash of a plane reportedly carrying Evgeniy Prigozhin, a WAGNER Group mercenary leader, and Russia's confirmation of his death after the incident.

Hit Peak Periods

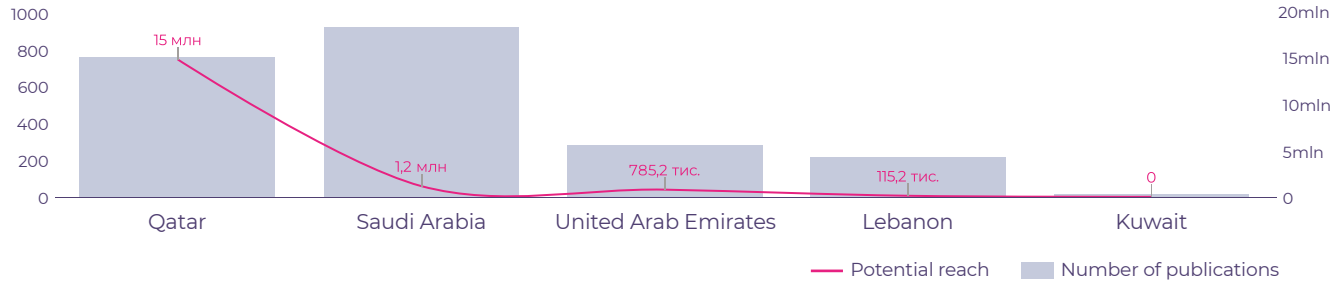




Potential reach by country distribution

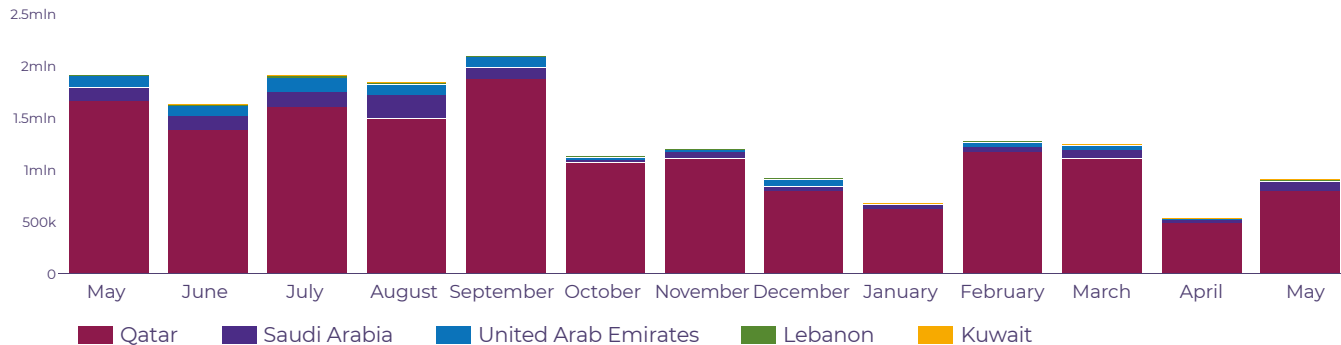
MARKETBENCHMARK
3,4mln

*Potential reach — Potential number of contacts with audience



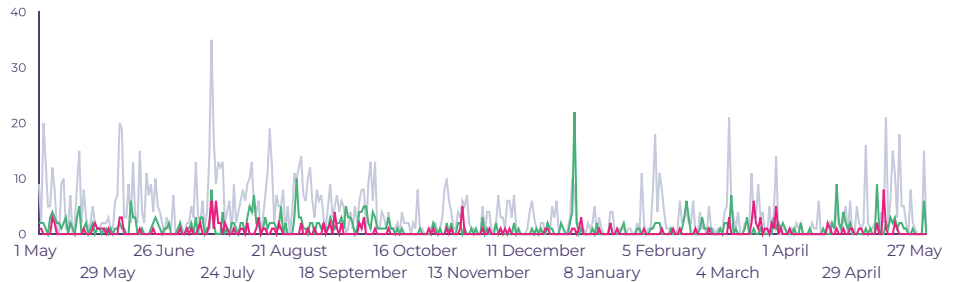
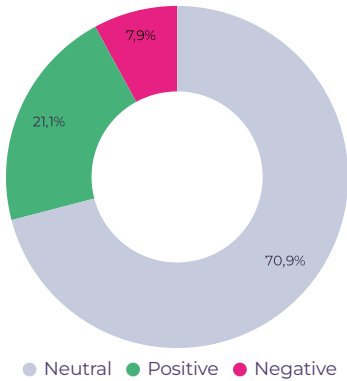
ARAB COUNTRIES

Potential reach trend by country distribution

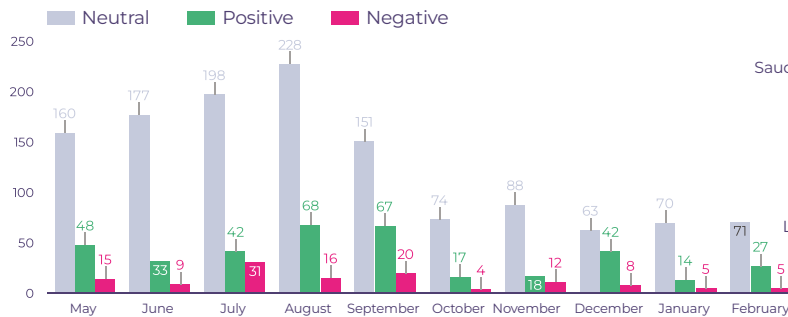


Crimea in Media of European and Middle East Countries. Results of Monitoring Media Hits of Crimea (May 2023 – May 2024)

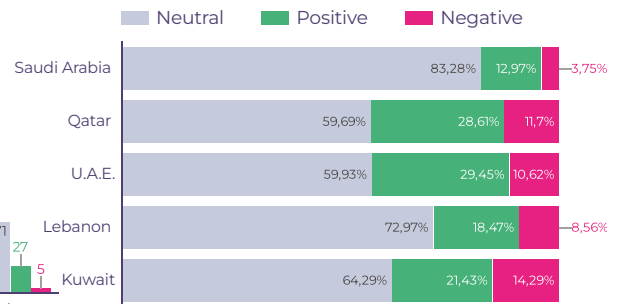
Overall sentiment distribution



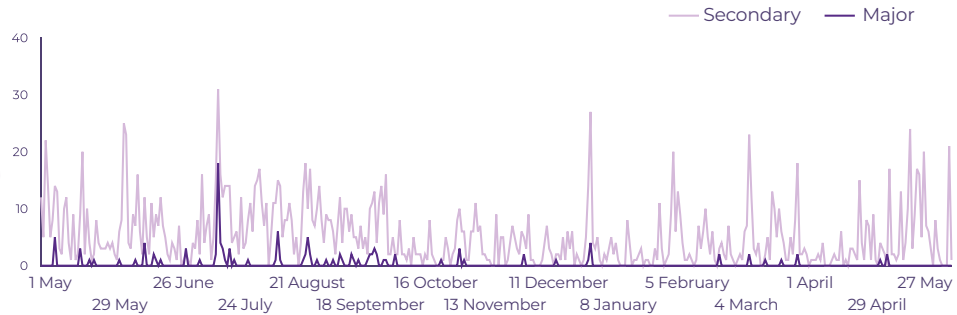
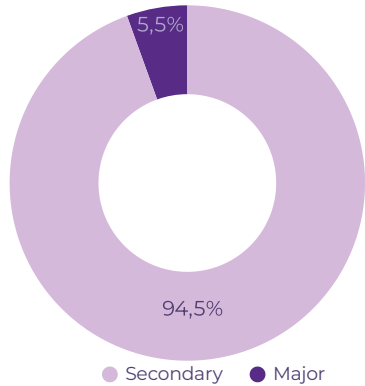
Sentiment distribution by months



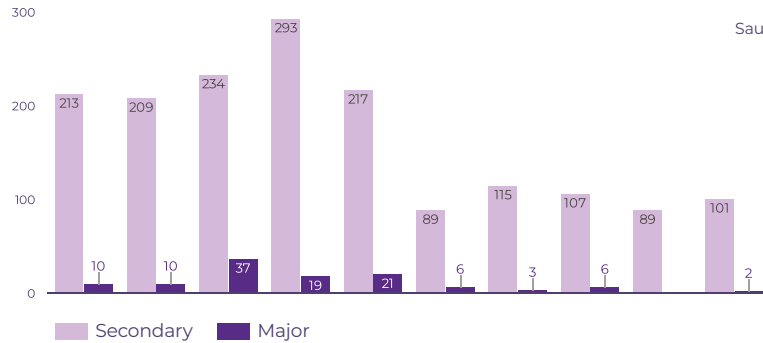
Sentiment by countries



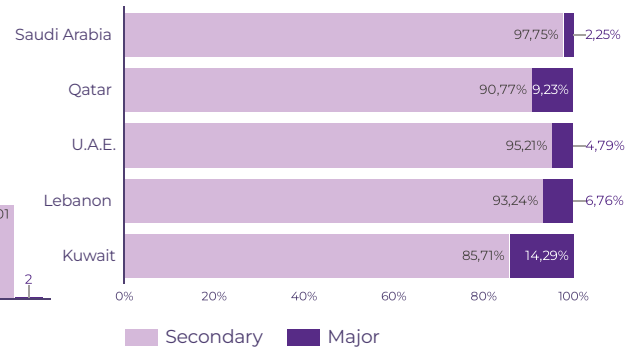
Overall distribution by Crimea hit role



Distribution of role per month



Role per country

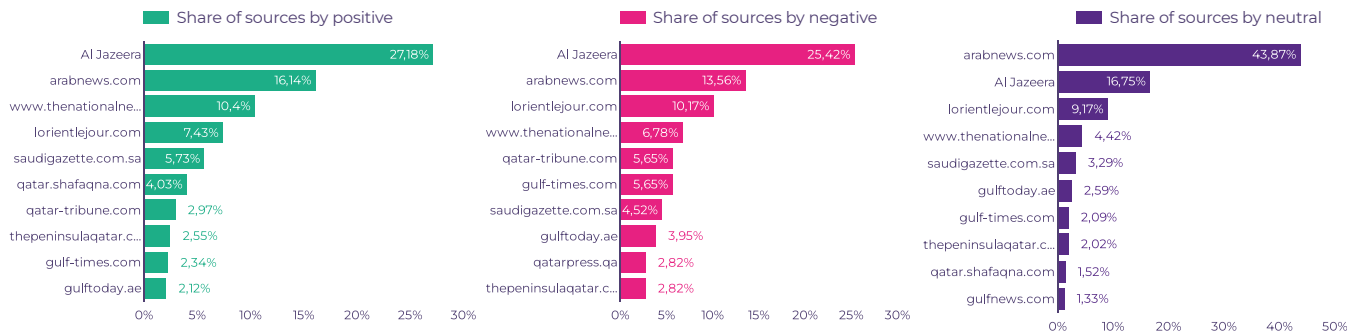


Crimea in Media of European and Middle East Countries.

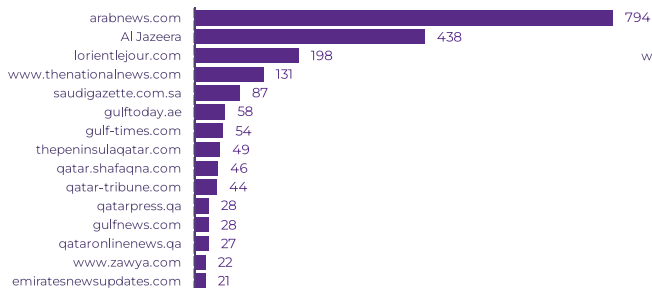
Results of Monitoring Media Hits of Crimea

(May 2023 – May 2024)

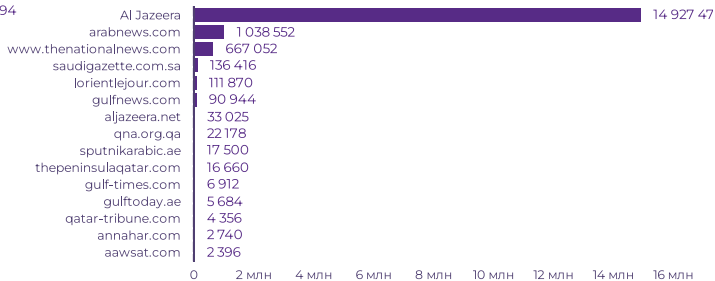
Top sources by sentiment



Top 15 sources by number of publications



Top 15 sources by potential reach

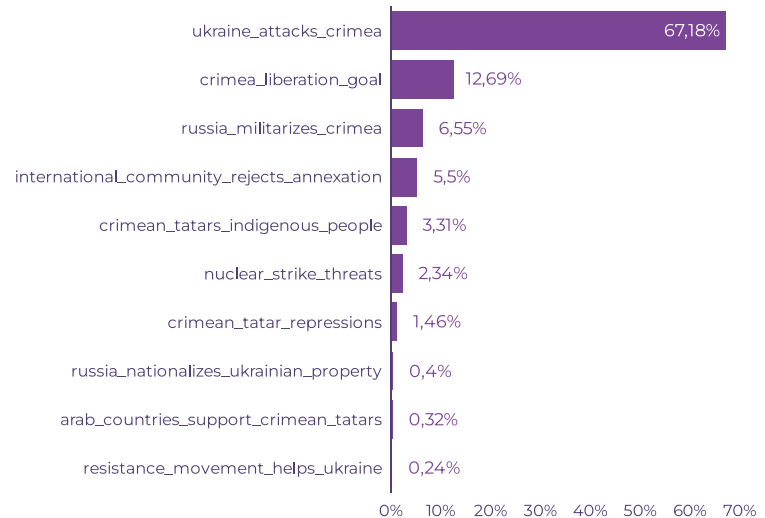


*Top sources are defined as the proportion of the distribution of source presence in the array, where the highest source in the diagram is the most active

Analysis of narratives based on media citations

In the **“ukraine_attacks_crimea”** narrative news, the main newsbreak topics cover active military operations in the Crimea region and the Black Sea water area, in particular, strikes by Ukraine against Russian military facilities, including ships of the Black Sea Navy. Russia’s retaliatory actions and its air defense, counteroffensive operations of the Armed Forces of Ukraine using new US weapons, damage to the Crimean Bridge, escalation of hostilities, and casualties on both sides are also discussed. In addition, there are news about the political and diplomatic aspects of the conflict, namely statements by leaders, sanctions and negotiations.

In the **“crimea_liberation_goal”** narrative news, it is said that Ukraine carries out special operations and troop landings on the territory of Crimea, using drones for successful attacks on the Russian military facilities, including the Black Sea Navy headquarters and ships. Russia announces the downing of Ukrainian drones over Crimea and the intensification of Ukrainian attacks, that activates air-raid sirens in Sevastopol. President Zelenskyi claims that Ukraine will continue operations until the full return of all occupied territories, including Crimea, where the Crimean Bridge is considered a legitimate military target.



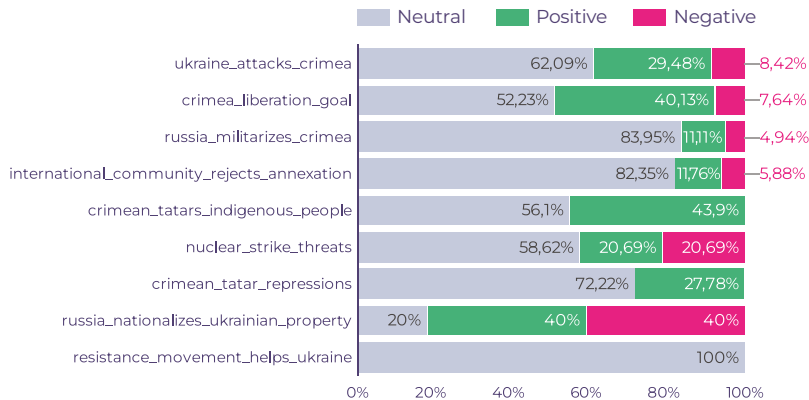
Crimea in Media of European and Middle East Countries. Results of Monitoring Media Hits of Crimea (May 2023 – May 2024)

Narrative communication trend



In the “**russia_militarizes_crimea**” narrative news it is stated that the militarization of Crimea by Russia after its annexation in 2014 has caused significant international opposition due to the deployment of a significant number of troops and weapons — missile systems, aviation, armored vehicles — in the territory of the peninsula. This activity of Russia is a violation of the norms of international law, in particular the Budapest Memorandum of 1994, where Russia committed to respect the territorial integrity of Ukraine.

Context sentiment considered



Examples of publications

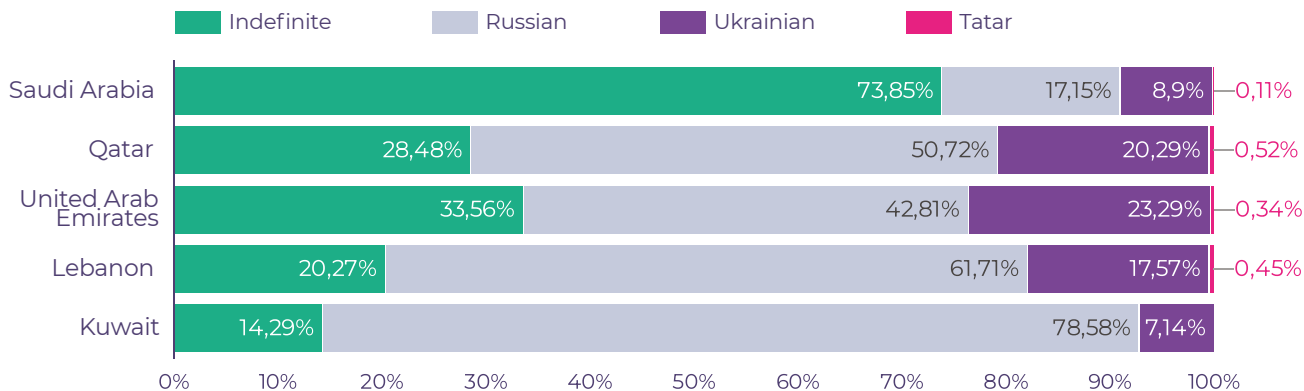
Title [ⓘ]	Tags [ⓘ]	Country [ⓘ]	Source [ⓘ]	Potential reach [ⓘ]
1. Zelenskyy: 'Bakhmut is only in our hearts' after Ukraine loses control of destroyed city to Russia	ukraine_attacks_crimea	Qatar	thepeninsulaqat...	340
2. Zelenskyy warns Russias Kharkiv offensive may only be first wave	ukraine_attacks_crimea	Qatar	Al Jazeera	34 081
3. Zelenskyy says counteroffensive actions underway against Russia	ukraine_attacks_crimea	Qatar	Al Jazeera	34 081
4. Zelenskyy praises air defence after deadly Russian drone hit	ukraine_attacks_crimea	U.A.E.	www.thenation...	5 092
5. Zelenskyy lauds Ukraine advance amid counteroffensive speculation	ukraine_attacks_crimea	Qatar	Al Jazeera	34 081
6. Zelenskyy lauds Ukraine advance amid counteroffensive speculation	crimea_liberation_goal	Qatar	Al Jazeera	34 081
7. Zelenskyy adviser claims Elon Musk allowed Russians to hit Ukrainian cities	nuclear_strike_threats	Qatar	Al Jazeera	34 081

Analyzing the publication content with AI tools, it was identified how the authors of the texts positioned the status of the peninsula. The following markers of affiliation were determined: Crimea is Ukrainian, Russian, Tatar, affiliation is not specified in the text. The analysis showed that media texts of the analyzed Arab countries were dominated by the pro-Russian position, which made up more than a third of the distribution.

As to the Arab countries, the negative Crimea positioning context is mainly observed in the publications. A negative representation percentage is higher in the publications where the pro-Russian position of Crimea is recorded, while the news where the pro-Ukrainian position prevails feature a more positive sentiment.

Speaking about the Arab countries, the most pro-Russian content was recorded in the media of Kuwait and Lebanon. In the Kuwait media publications, Crimea is presented as a Russian territory, which Ukraine is trying to liberate by military means, and Russia is trying to defend. However, some Arab countries support the territorial integrity of Ukraine and condemn the annexation of Crimea. This is stated in the publications that refer to the participation of Arab countries in the Crimea Platform. For example,

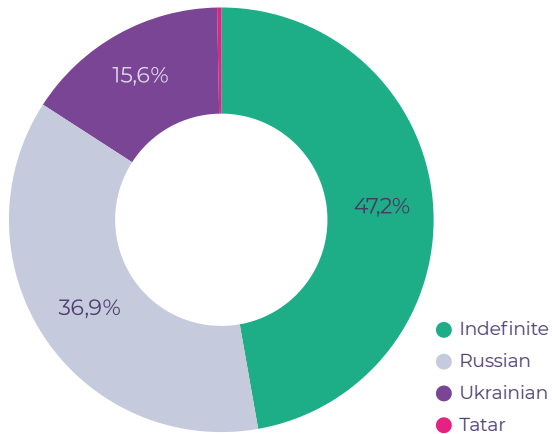
Crimea affiliation in texts by countries



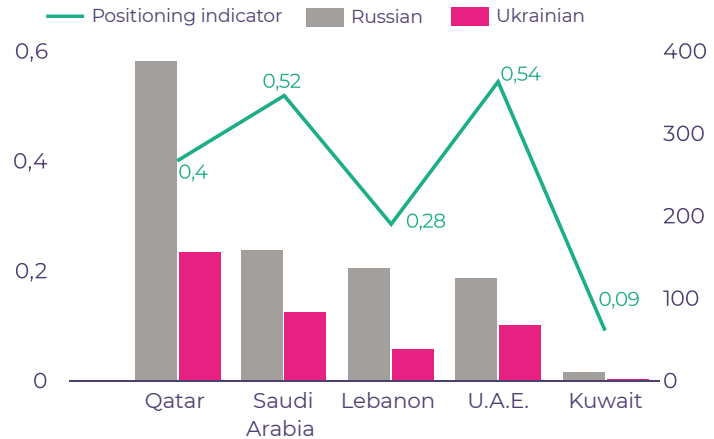
Bahrain took part in the Crimea Platform summit, where it expressed support for the territorial integrity of Ukraine and called for a non-hostile settlement of the conflict.

The analysis of Lebanon's texts shows that the country's media tend to present Crimea as part of Russia or as a territory controlled by Russia, without identifying it as an occupied part of Ukraine. The mass media often report on Ukrainian drone attacks or missile strikes aimed at "Crimea" or the "Crimean Peninsula", but do not clarify that this is the sovereign territory of the Ukrainian state occupied by Russia. Sources describe the bridge connecting Crimea with Russia as a structure located in the territory of Russia. They report on Russia's downing of Ukrainian drones and missiles "over Crimea" or "in the direction of Crimea", and such uncertainty creates the impression that Crimea is a part of Russia. Thus, in general though some news report on the Russian aggression and annexation of Crimea, most texts tend to consider Crimea as a Russian territory or at least Russia-controlled territory, without any emphasis on

Crimea affiliation in texts



*Positioning indicator



**Aggregated indicator to present the ratio of Ukrainian and Russian content in texts about the Crimean Peninsula. A value less than 1 indicates a predominance of pro-Russian positions regarding Crimea in the texts of a specific country, 1 — neutrality, and more than 1 — a predominance of pro-Ukrainian positions regarding Crimea.*

its affiliation to Ukraine pursuant to the international law. Such a positioning is likely to reflect close relations Russia has with many Arab countries.

The Crimean Tatars hits in the Arab countries texts about Crimea amounts to 5.4%. The narrative positioning the Crimean Tatars as indigenous people of Crimea singles out from the common media space news. Compared to other narratives, its share is almost 3%. The texts almost lack information about repressions against the Tatars in Crimea and their support by the Arab countries.

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Crimean Tatars hits in the texts

Quantitative Indicators

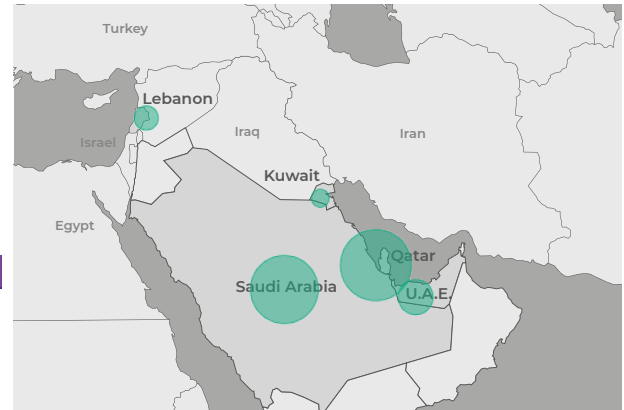
Number of publications

101,0

Potential reach

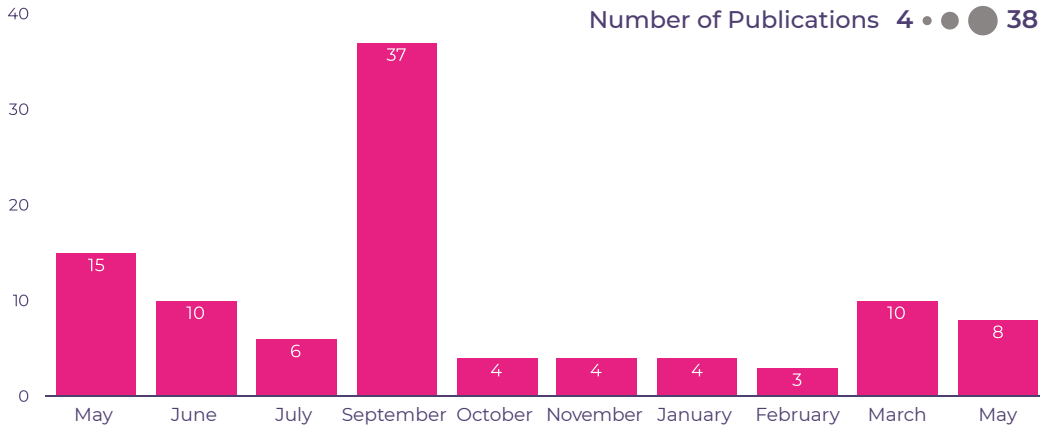
661.2k

Media Type	Number of publications	Share of voice
1. internet	101	100%
Total	101	100%



Number of Publications 4 • • • 38

Month trend data



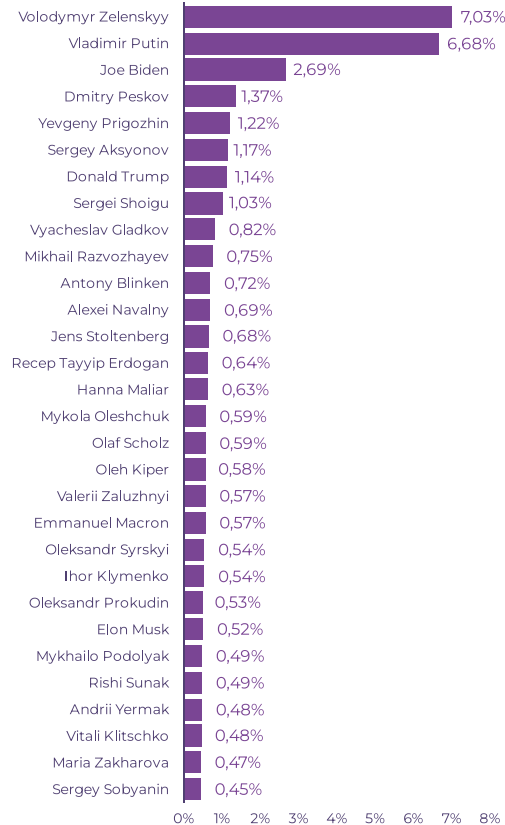
The publications hitting the Crimean Tatars feature such newsbreaks:

1. Russia never had the right to Crimea. It is noted that Crimea has never been Russian, and Russia illegally annexed the peninsula in 2014.
2. The seizure of the house of the first lady of Ukraine, Olena Zelenska, in Crimea by Russia is reported.
3. Ukraine will not give up Crimea. The new Minister of Defense of Ukraine, Rustem Umerov, who is a Crimean Tatar, said that Ukraine would never surrender Crimea.
4. Crimean Tatars in the ranks of defenders of Ukraine. President Zelenskyi held an iftar with the Muslim community representatives and praised the courage of Muslim soldiers defending Ukraine.
5. Pressure on Russia due to Crimea. Ukraine is trying to put international pressure on Russia due to the annexation of Crimea, in particular, by applying to the UN International Court of Justice.

Analysis of quoting the persons in mass media



Top 30 Persons by number of quotations



The persons most widely mentioned by the Arab media were: Volodymyr Zelenskyi (7%), Vladimir Putin (6.7%), Joe Biden (2.7%). Among the first ten most quoted persons are mostly Russian public figures. Among the Ukrainian officials, only Zelenskyi has appeared in the top ten.

The publications where Volodymyr Zelenskyi was referred to, most often report on the active efforts of the President of Ukraine to receive more military aid from Western partners to counter Russian aggression. It is noted that Zelenskyi expresses disappointment with insufficient support from NATO, but thanks those countries that provide Ukraine with weapons, in particular the United States for long-range ATACMS missiles. He is reported to accuse Russia of attacking civilian infrastructure, including grain export port facilities, which could cause world hunger. It is also informed that Zelenskyi rejects possible negotiations with Putin, emphasizing a need to liberate fully all the occupied territories to achieve peace.

The publications where Vladimir Putin was referred to, present him as an autocratic leader of Russia, who pursues an aggressive foreign policy by, for instance, continuing the war in Ukraine, despite international pressure and losses. Putin also faces domestic challenges, including the Wagner PMC rebellion, but keeps the country under his control ahead of presidential elections expected in 2024. His international isolation is increasing, evidenced by the absence of the politician at key international events and judicial investigations. Putin is also trying to strengthen partnerships with China and non-Western countries, using energy and food as weapons against the West, in an effort to reshape the world order.

Joe Biden is generally presented in the texts as a consistent ally of Ukraine, providing it with significant military and financial support. At the same time, he faces internal political challenges due to economic difficulties, immigration and dissatisfaction with his Middle East policy on the part of some Democrats.

4. CONCLUSIONS

- The media of European countries are active in covering the Crimea subject. The highest number of publications was recorded in Germany, Romania and Poland, the least — in Sweden. The peak hit periods were July 17 and 19 due to the attack on the Crimean Bridge, Russia's threats and the breakdown of the grain agreement.
- The Polish sources are leaders in terms of content density (46%). The news sentiment is mostly neutral, with positive dominating over negative. The highest share of negative sentiment (compared to positive and neutral ones) is observed in Romanian, Italian, German and Polish mass media. Crimea hits are mostly of secondary significance in the European media.
- Key narratives: Ukraine's attacks on Crimea, attempts to return it, Russia's militarization of the peninsula. The European media mainly adhere to the pro-Ukrainian position regarding Crimea (mostly in Sweden, Poland, and Romania). The pro-Russian position prevails in Italy and the Netherlands. The Crimean Tatars hits are rare in the European sources (up to 3% of the total dataset).
- The most frequently quoted persons are Putin (12.3%), Zelenskyi (10%), Biden (2.6%).
- The Arab countries media are less active in covering both the Crimea subject and Ukraine in general. The hit leaders are Saudi Arabia and Qatar. The peak hit period was in August. The media sentiment is mainly neutral, though a percentage of negative is higher compared to Europe (particularly in Kuwait and Qatar).
- Key narratives: Ukraine's attacks on Crimea, attempts to liberate it, Russia's militarization of the peninsula. The news are dominated by the pro-Russian position on Crimea affiliation (more than a third

of the texts, mostly in the mass media of Kuwait and Lebanon). For example, Lebanese media tend to position Crimea as part of Russia or as a territory controlled by Russia, without identifying it as an occupied part of Ukraine. The mass media often mention Ukrainian drone attacks or missile strikes targeting “Crimea” or the “Crimean Peninsula”, without specifying that this is a sovereign territory of Ukraine occupied by Russia. The sources mention the bridge connecting Crimea with Russia as part of Russian territory. The mass media report on Russia’s downing of Ukrainian drones and missiles “over Crimea” or “in the direction of Crimea”, and such uncertainty creates the impression that Crimea is a part of Russia.

- The Crimean Tatars hits are more often compared to the European media (5.4%). The narrative positioning the Crimean Tatars as indigenous people of Crimea singles out from the common media space news. Compared to other narratives, its share is almost 3%. The texts almost lack information about repressions against the Tatars in Crimea and their support by the Arab countries.
- The most frequently quoted persons are Zelenskyi (7%), Putin (6.7%), Biden (2.7%).
- The Arab media show more pro-Russian sentiments, and this requires intensifying the work with these countries to change their position to the pro-Ukrainian one.
- Despite many Crimea hits, a lot of topics important for our country have been almost passed over by the Arab countries media.
- A better understanding of the media market in the analyzed countries and the establishment of cooperation with journalists can improve both the quantitative and qualitative indicators of covering the Crimea issues by foreign information resources.

