CORECON

The Coverage and Reception of
the Russian-Ukrainian Conflict

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Framing of wartime economic situation in Polish business-related outlets

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Outline

- Research objective

- Methods of this study – mixed methods

- Data – corpus of economic texts related to Ukrainian-Russian conflict

- Analysis with resut

- Preliminary findings

Research objectives

- To analyze **how Polish financial news outlets frame the impact of the Russian-Ukrainian conflict** on macroeconomic and microeconomic dimensions.

- To **identify the dominant themes** and **evaluative tones** in the portrayals of the conflict's economic impact in Polish financial media.

Aims and methods of this study

Mixed method:

- **Content analysis**: This helped us systematically **categorize the key themes** and subjects that were being discussed in the media.

- **Sentiment analysis**: We applied this specifically to the headlines of the articles to gauge the **overall tone and emotional charge of the coverage**.

- **Textual analysis**: Through this, we examined the language used in the articles, which allowed us to capture subtleties in the portrayal of the economic situation.

Data

- Selected articles focused on economics/business situation regarding Ukrainian-Russian conflict (n=386) from 4 Polish popular business magazines, collected from the period **02.2022-06.2024 (28 months)**

- 362,129 tokens

Sentiment analysis (headlines n=386)

Period	Q1+Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	total
negative	26	21	16	13	**22 (55%)**	19	21	16	17	**171 (44%)**
ambivalent	2	3	1	4	5	4	9	3	12	**43 (11%)**
neutral	19	10	9	12	4	8	11	10	8	**85 (22%)**
positive	15	13	10	12	9	8	3	7	4	**81 (21%)**
total	**62 (16%)**	**47 (12%)**	**36 (9%)**	**41 (11%)**	**40 (10%)**	**39 (10%)**	**44 (11%)**	**36 (9%)**	**41 (11%)**	**386**

Examples of Sentiments

• **Will** Polish business **rebuild** Ukraine or **will** it **miss** its chance? "Polish people talk a lot, but there is no action" **(ambivalent)**

• Will Ukraine become a **failed** state? **(negative)**

• Huge quantities of technical oil from Ukraine **are flowing** into Poland. **No one is claiming responsibility** for it. **(negative)**

• How has the war in Ukraine **affected** the real estate market? **(neutral)**

• How many Ukrainian refugees want to stay in Poland permanently? **(neutral)**

• Poland among the three countries providing Ukraine with the **greatest support** in relation to GDP **(positive)**

• **Record-low** unemployment in Kraków. Increasing numbers of workers from Ukraine. **(positive)**

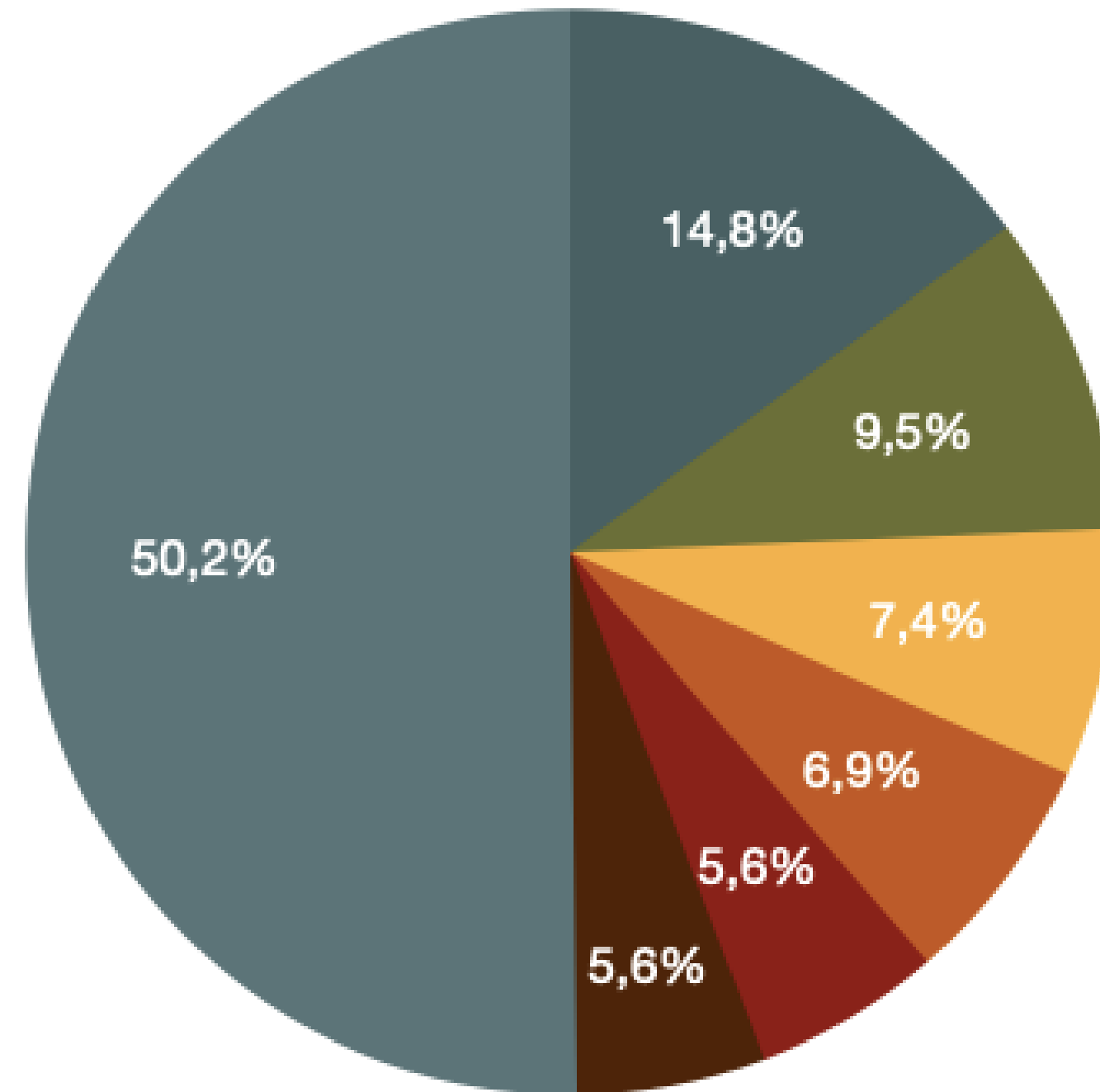*all headlines were translated from Polish to English

Results

- **Negative sentiments** were the most frequent (44 %), followed by neutral (22 %), positive (21 %), and ambivalent sentiments (11 %).

- The increases in the number of negative sentiments reflect crises in significant sectors of the economy, including the grain crisis **(Q2 2023)**, the transport crisis **(Q4 2023)**.

- External political non-market factors (war) do not necessarily express negative sentiments, e.g. an influx of workers.

Content analysis
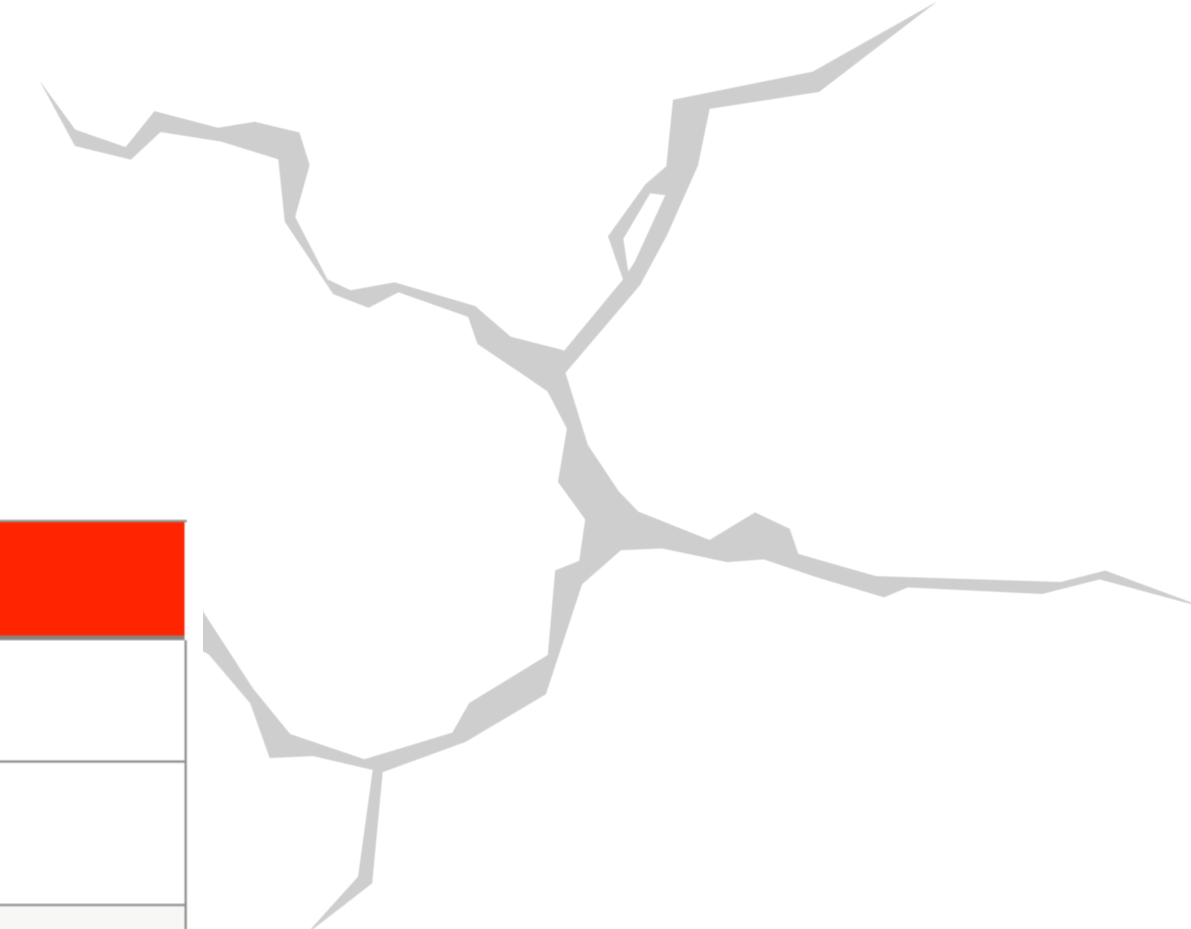
Content analysis

POSITIVE	AMBIVALENT	NEGATIVE
Accession: (may relate to perceived impacts of integration with the EU or other membership aspects)		**Unemployment in Ukraine**: (issues in the labor market)
Trade: (increased trade cooperation despite overall difficulties)	**Economy**: (general economic situation, including various aspects and their assessments)	**Border Blockade**: (trade and mobility disruptions)
Women's Businesses: (support and growth of businesses led by women)	**Real Estate Market**: (varied developments depending on location and situation)	**Service Sector – Supply Chains Threatened**: (problems with supply chains and services)
Railways: (collaboration and development in the railway sector as a catalyst)	**Blacklist of Companies**: (sanctions, nationalization, impact on business)	

Content analysis

POSITIVE	AMBIVALENT	NEGATIVE
Reconstruction: (rebuilding after destruction, mixed opinions on the pace and outcomes)		**Demographics** – Demographic Crisis in Ukraine + Deportations to Russia: Negative (population decline and migration)
Labor Market in Poland: (benefits for the Polish labour market, e.g., influx of refugees)	**Energy**: (changes in energy supplies, prices)	
Arms Market: (growth related to armed conflicts)		**Embargo**: (impact of sanctions on the economy)
	Social Benefits: (support for refugees and changes in the system)	**Finance**: (uncertainty and turbulence in financial markets)

Content analysis

NEGATIVE
Environment: (environmental issues, damage)
Corruption: (scandals, impact on economies)
Supply Chains: (problems with raw material and product deliveries)
Mobilization in Ukraine: (impact of mobilization on the economy)
Agriculture: (competition, production issues)
Transport: (transport issues, competition)
Grains: (production and supply problems)
Food: (supply difficulties, price increases)
Environment: (environmental issues, damage)

CRISIS/ECONOMY/MARKET collocates

A+CRISIS Kryrys*	Frequency
food-related	16
humanitarian	8
Energy	8
climatic	7
refugee	7
grain	4

A+ECONOMY Gospodark*	Frequency
Ukrainian	53
Polish	28
world	26
Russian	14
local	11
German	10
whole	8

A+MARKET Rynek*	Frequency
Polish	95
Ukrainian	55
our	28
housing	25
agricultural	21
European	21

Examples for CRISIS

- […] the price increase caused by Russia's invasion of Ukraine will worsen the **food crisis** in Africa, […]

- The war in Ukraine is deepening the **climate crisis** at a time when global greenhouse gas emissions have already reached record levels, according to a report […]

- Importantly, Russian exports of this metal [palladium] account for as much as 45 percent of its global production. […] Suspending its exports would deepen the **chip crisis**, […]

Examples for ECONOMY

• Next year [2023], after a possible ceasefire is achieved, the **Ukrainian economy** is expected to grow by 25 percent.

• When it was not possible to gain lands through frontline operations, Putin began to destroy the **Ukrainian economy c**oncentrated in the largest cities with missiles.

• The War in Ukraine and the Polish Economy The Russia-Ukraine war will certainly also affect the **Polish economy**. We can already see the outflow of capital from Poland.

Examples for MARKET

• Kherson region was a key **agricultural market** in Europe. But this year there will be no fruit and vegetables from Kherson.

• If goods from Ukraine were to reach the **Polish market** instead of where they are most needed, it could pose a threat to Polish producers.

• Experts from portals […] have examined how the war in Ukraine has affected our **housing market**, both for sales and rentals.

Preliminary findings

• The prevalence of macroeconomically-oriented texts was notable, highlighting broader economic impacts and trends. On the microeconomic side, articles focused on specific cases, such as businesses run by Ukrainian women, acquisitions of Polish companies by Ukrainian firms, and strategies for managing savings during the war.

• In contrast to typical genre of economic articles, where discussions tend to be more ambivalent or nuanced, the majority of texts adopted clear positive or negative stances on the topics at hand. This shift reflects more polarized perspectives on the economic consequences of the war and the related economic changes, offering less room for balanced or middle-ground viewpoints.

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