



The Coverage and Reception of
the Russian-Ukrainian Conflict



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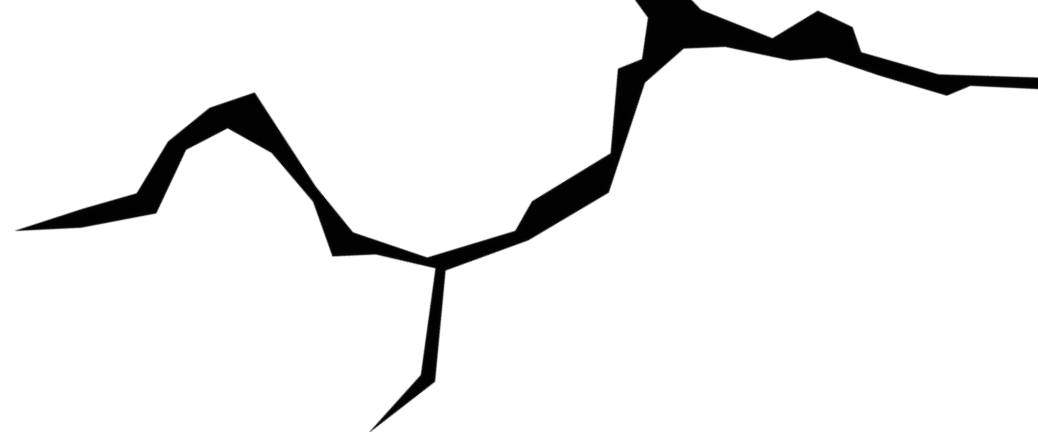
Wartime markets, media frames: how Polish business journalism covered economic developments during the Russian–Ukrainian war

Robert Radziej, Ph.D. Candidate,
Lucian Blaga University of Sibiu, Romania; University of Opole, Poland

“Interdisciplinary Perspectives on the Mediation of Russian-Ukrainian War: Language, Representation, Society, Culture”

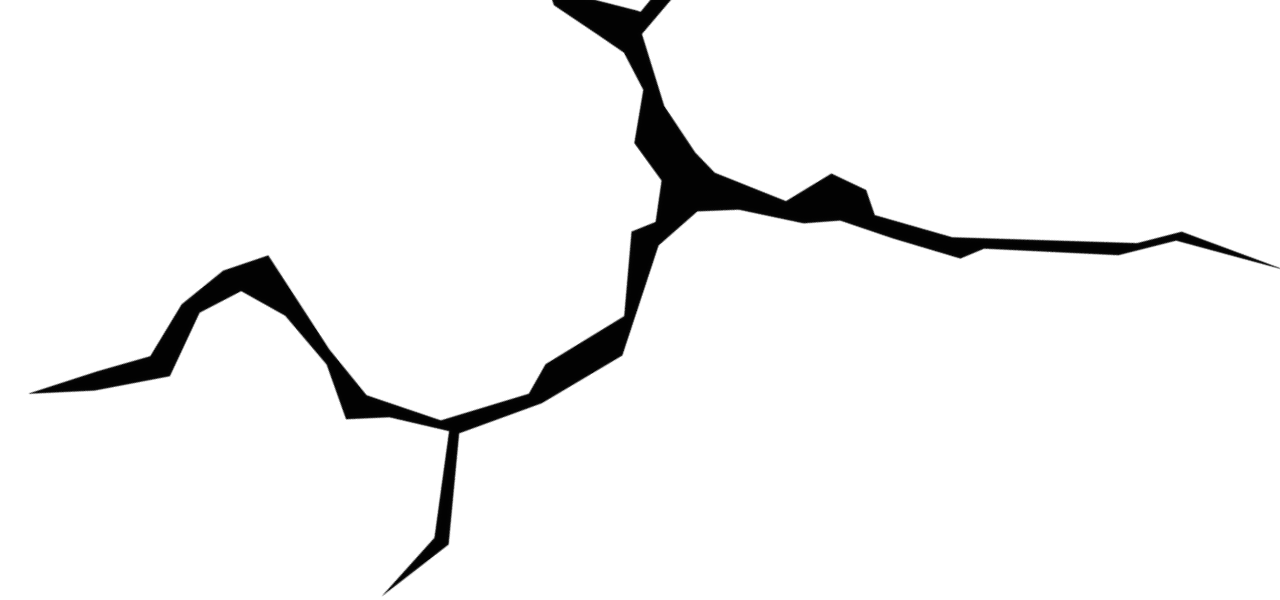
July, 9–11, 2025, Lucian Blaga University of Sibiu

Background & Motivation



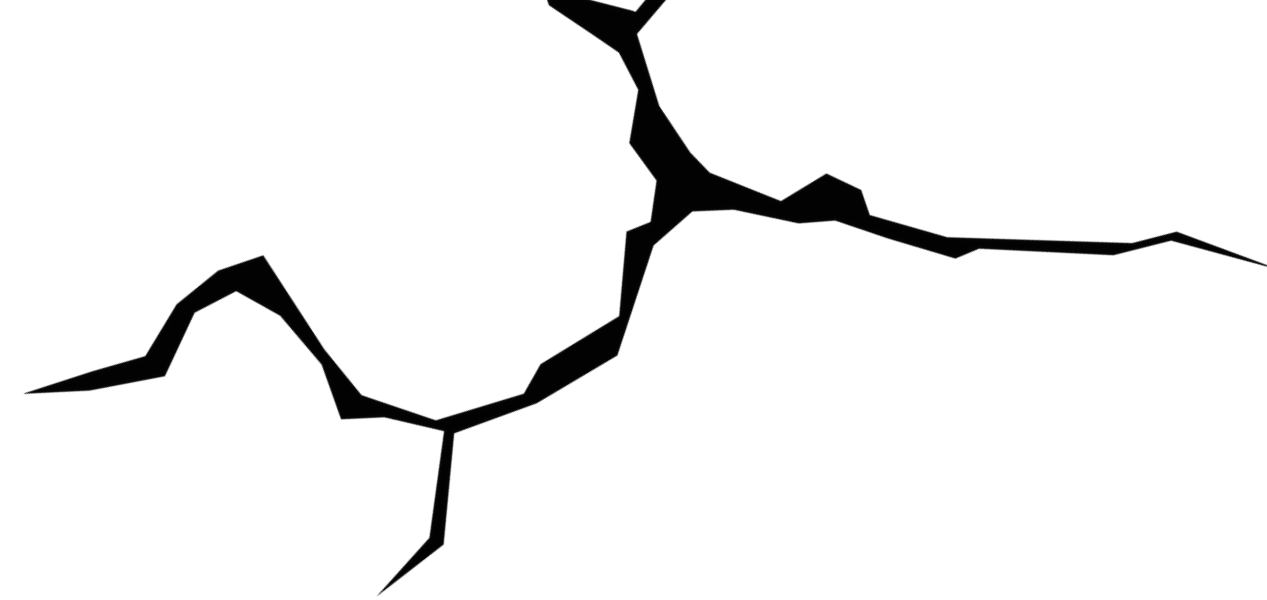
- Russia's invasion of Ukraine disrupted European economies, generating cascade of economic shock across Europe, testing the **resilience of supply chains, energy systems, and financial institutions**.
- Poland's geographic/economic proximity made it a frontline observer, **transit hub, refugee host, and trade buffer**.
- Media as a **narrative filter**, transforming complex disruptions into intelligible frames
- Business journalism = key interpreter of economic shifts.
- Headlines as micronarratives which crystallize **problem definitions, moral cues, and evaluative tones** in minimal text and **strategic instruments** for narrative control

Research Design



- Objective: to identify how Polish financial news media framed the **economic consequences of the Russia–Ukraine war (2022–2024)**, with particular attention to:
 - the **dominant economic themes** and **sectoral narratives**;
 - the **sentiment** used in wartime business reporting;
 - and the **framing strategies** employed to shape public understanding of macroeconomic and microeconomic disruptions.
- A mixed-method approach combining quantitative content analysis classified by **economic sector** (e.g., energy, food, finance) and **sentiment** (positive, negative, neutral, ambivalent) as well as qualitative framing analysis examined **lexical markers** and **discursive strategies** in headline.

Theoretical foundations



- **Framing Theory** (*Entman 1993; Gitlin 1980*)

→ Media selectively emphasize certain aspects of reality:

Problem → Cause → Moral evaluation → Solution

- **Frame packages** (*Van Gorp 2007*)

→ Recurring cultural templates combining metaphors, symbols, and keywords.

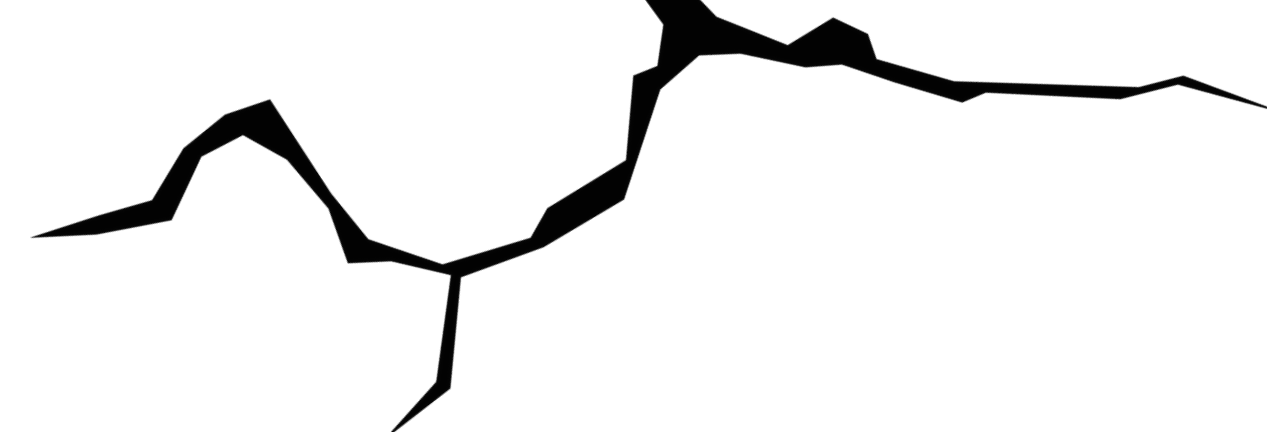
→ Help audiences make sense of complex crises via familiar narratives.

- **Business journalism in crisis**

→ Dual role: **informing & interpreting** wartime economic disruption

→ Shape public perception of systemic risk and resilience.

Corpus Selection



- **395 articles** (headlines) from 4 major Polish business magazines
- **Period:** Feb 2022 – Jun 2024
- Focused on economic topics: energy, trade, labor, inflation, etc.
- **Excluded:** purely political/military/humanitarian news

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Forbes

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Feb 2022 ● Russian invasion of Ukraine begins

Mar 2022 ● EU sanctions on Russian oil and gas



Jun 2022 ● Inflation peaks in Poland (CPI > 15%)



Sep 2022 ● Energy crisis escalates in Europe



Jan 2023 ● Grain import controversy escalates



Mar 2023 ● Polish protests by transport/logistics sector

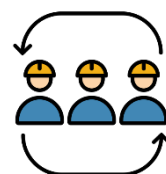


Jul 2023 ● Ambivalent economic recovery signals

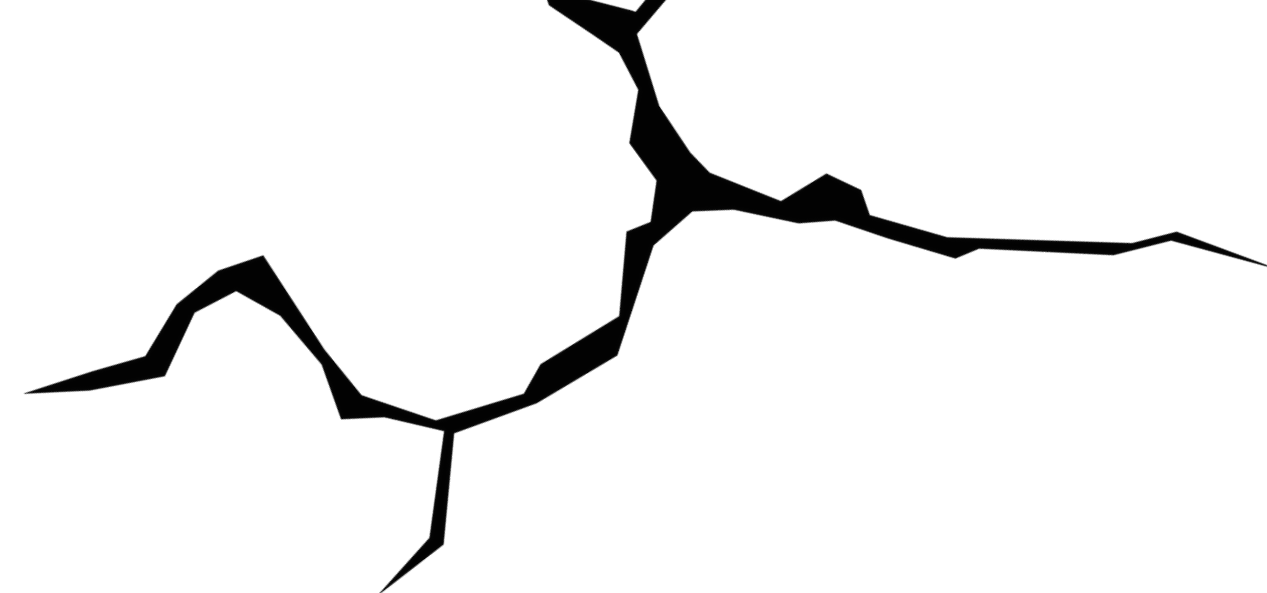
Oct 2023 ● Resurgence of inflation fears in media

Feb 2024 ● EU renews Ukraine aid and trade preferences

May 2024 ▲ Labor market integration of Ukrainian refugees gains attention



Timeline of major economic events in Poland relevant to media framing (2022–2024)



Coding scheme, two levels of analysis



1. Economic sector (energy, finance, TSL, labor, agri, tech, etc.)

2. Sentiment orientation (4-point scale)

1.Positive

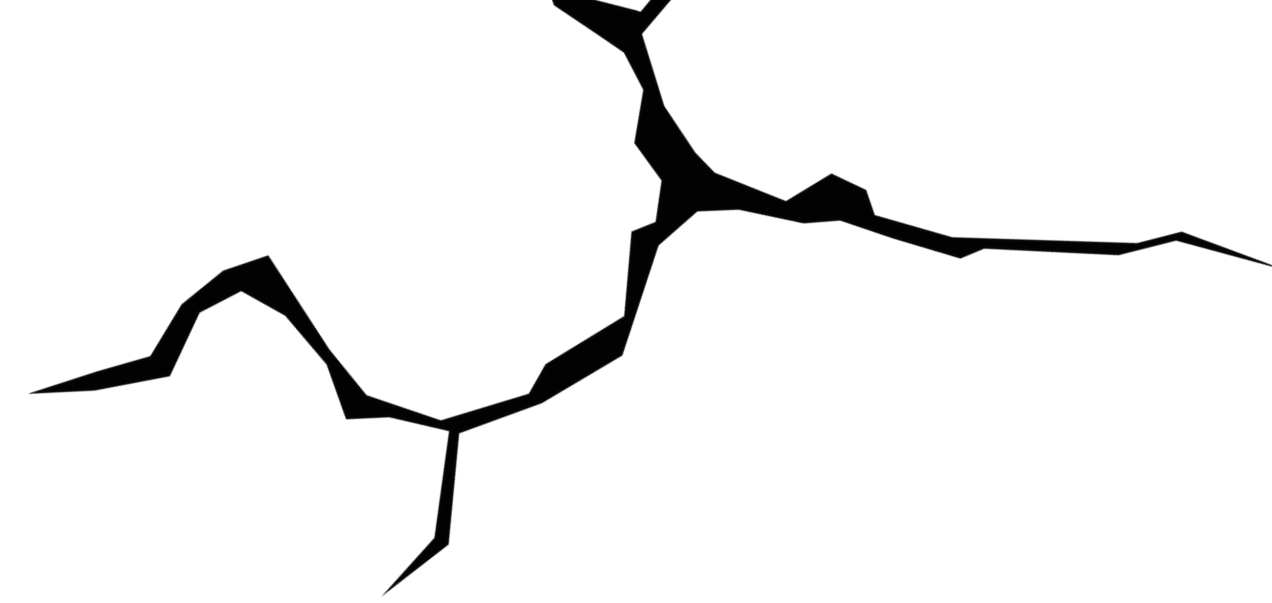
2.Neutral

3.Negative

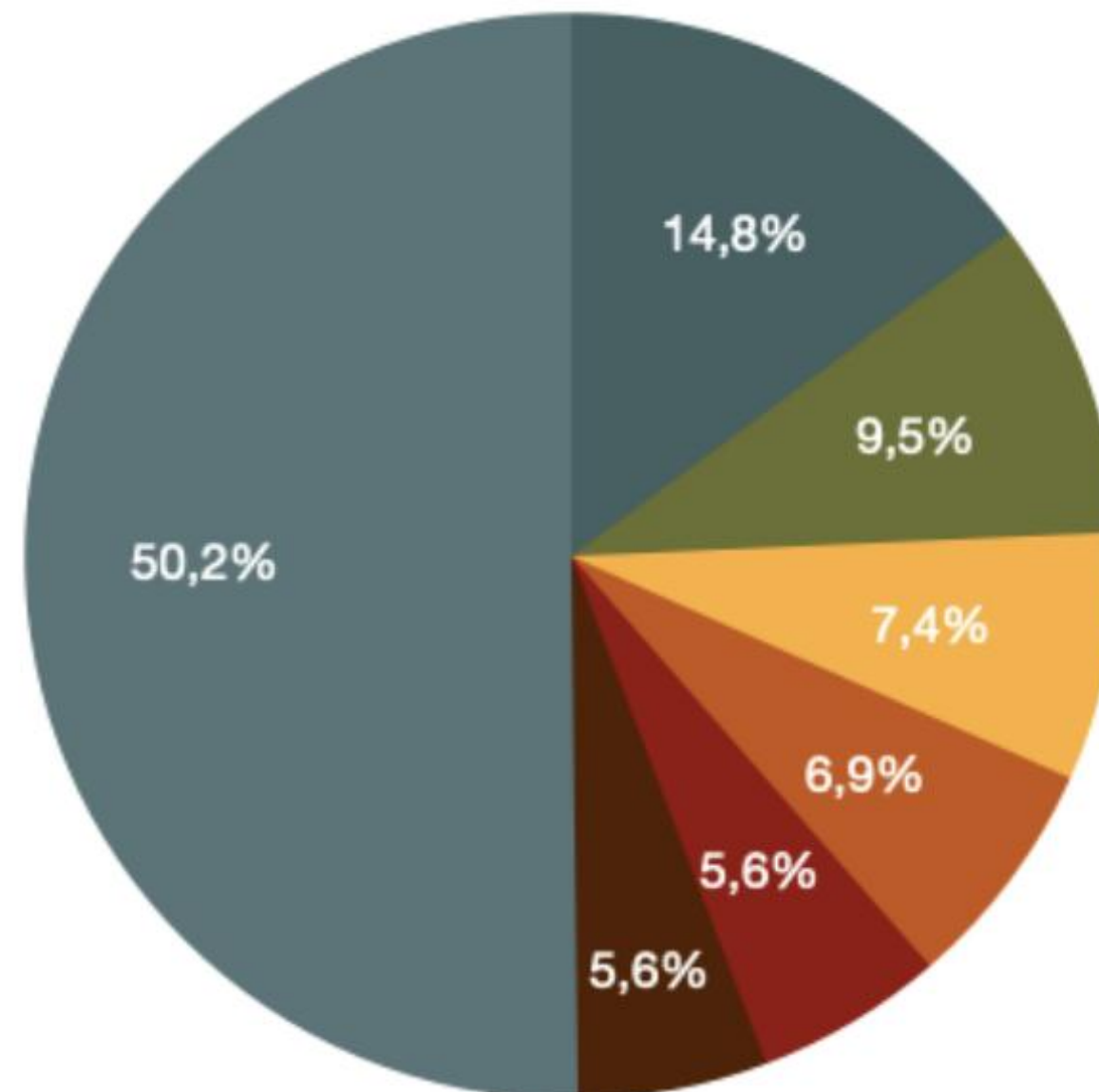
4.Ambivalent

Manual coding: 2 coders - discrepancies resolved via discussion

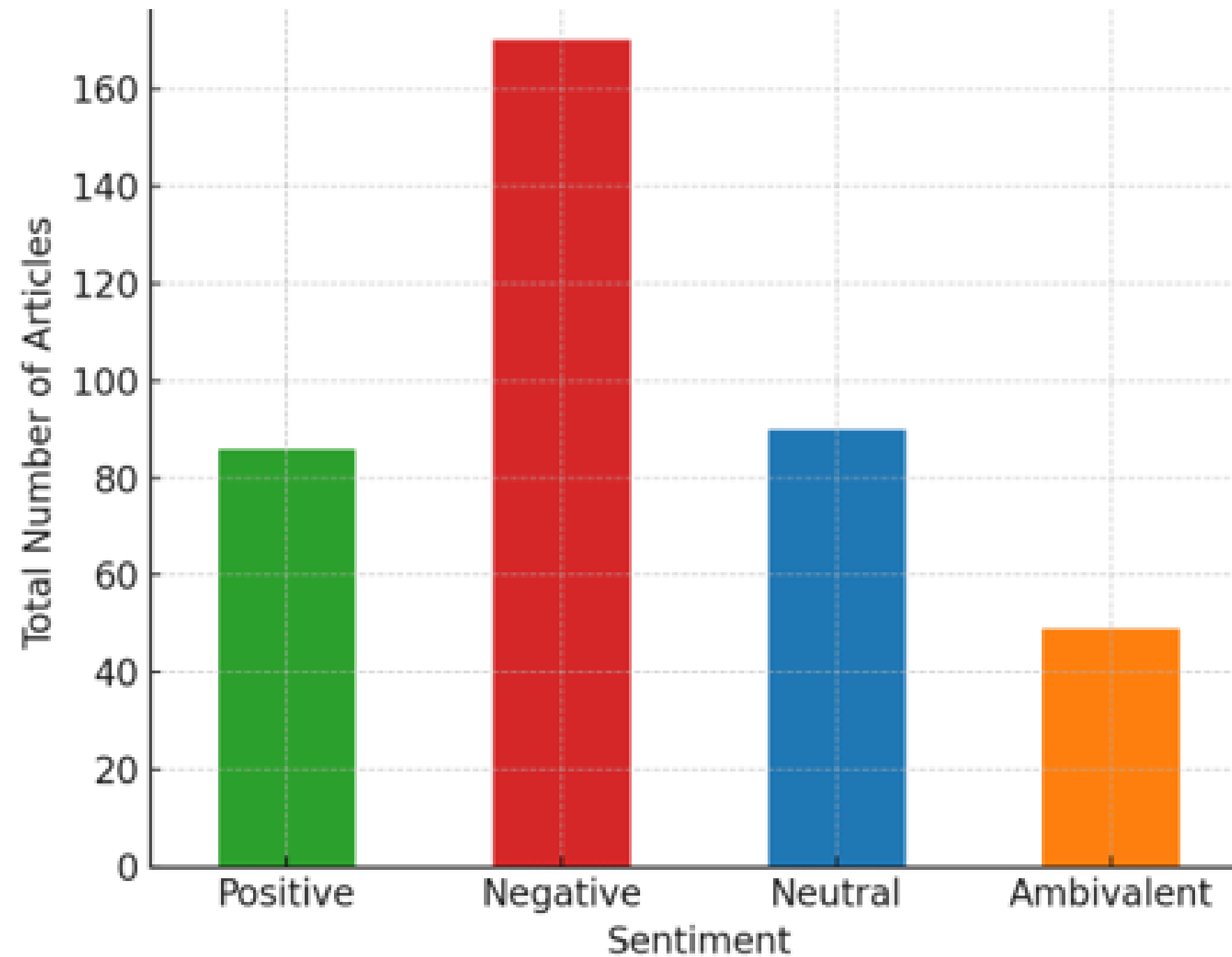
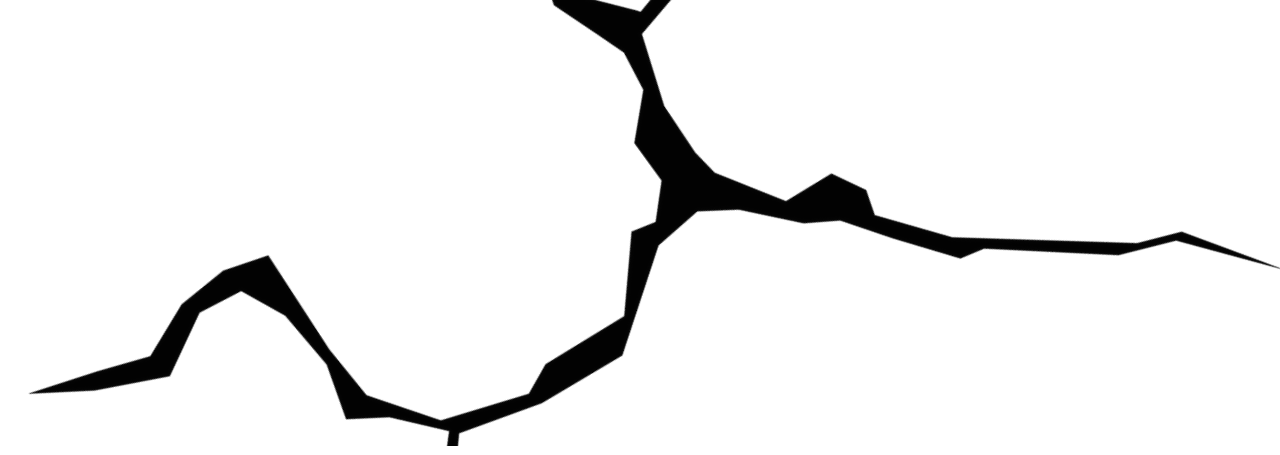
Content analysis



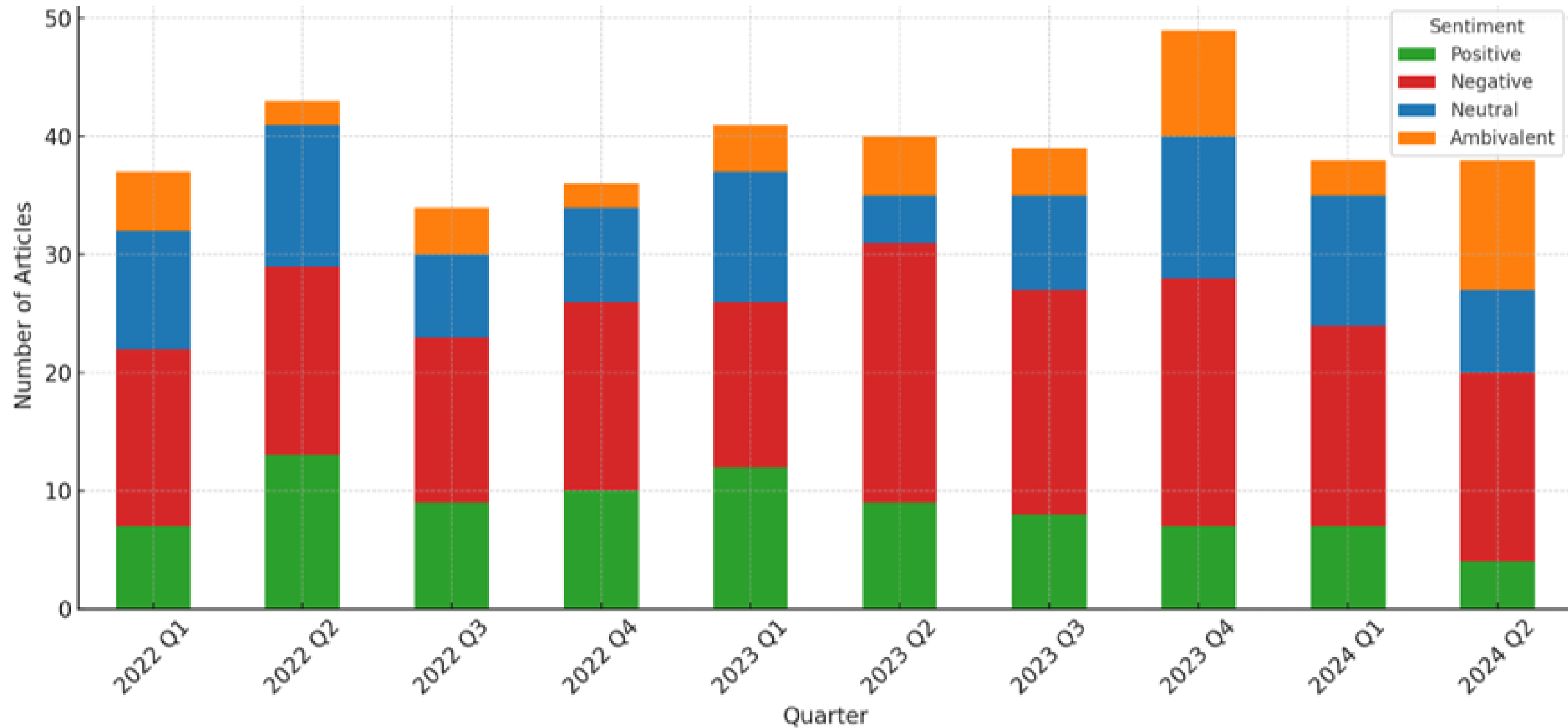
● food ● arms ● energy ● finance ● TSL ● labour ● others



Sentiment analysis



Content analysis



- **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)**

Negative Sentiment

Tone: Alarmist, critical, pessimistic

Discursive features:

- **Emotive nouns and abstract threats:** e.g., *kryzys, inflacja, bezrobocie*
- **Foregrounding systemic failure or burden:** “Huge quantities of technical oil... No one is claiming responsibility”
- **Use of anonymous or passive structures** not to assign or obscure blame
- **Rhetorical questions** or declaratives that signal institutional weakness or public fear:
Will Ukraine become a failed state?
- Often paired with **temporal urgency** or **decline framing**: declining markets, surging prices, disrupted trade
- Common in topics like **agriculture, inflation, TSL/logistics**, and **public debt**

Neutral Sentiment

Tone: Factual, detached, explanatory

Discursive features:

- **Data-oriented inquiries** or descriptive statements:

How has the war in Ukraine affected the real estate market?

- **Absence of emotionally loaded language**
- Headlines often include **how many / what / when** formulations
- Used to open discursive space without guiding judgment
- Often signals **monitoring stance** in early or intermediate stages of issue development

Positive Sentiment

Tone: Affirmative, resilient, achievement-focused

Discursive features:

- **Superlatives and rankings** to convey success:

Poland among the three countries providing Ukraine with the greatest support...

- **Lexicon of stability and optimism:** *rekordowo niskie bezrobocie* (record-low unemployment),
- Frequently highlights **state or market resilience, institutional success, corporate adaptation**
- Tied to **energy diversification, international aid, and labour integration**
- **Agentive constructions** with positive actors: “Ukraine returns to steel production despite war”

Ambivalent Sentiment

Tone: Tense, layered, unresolved

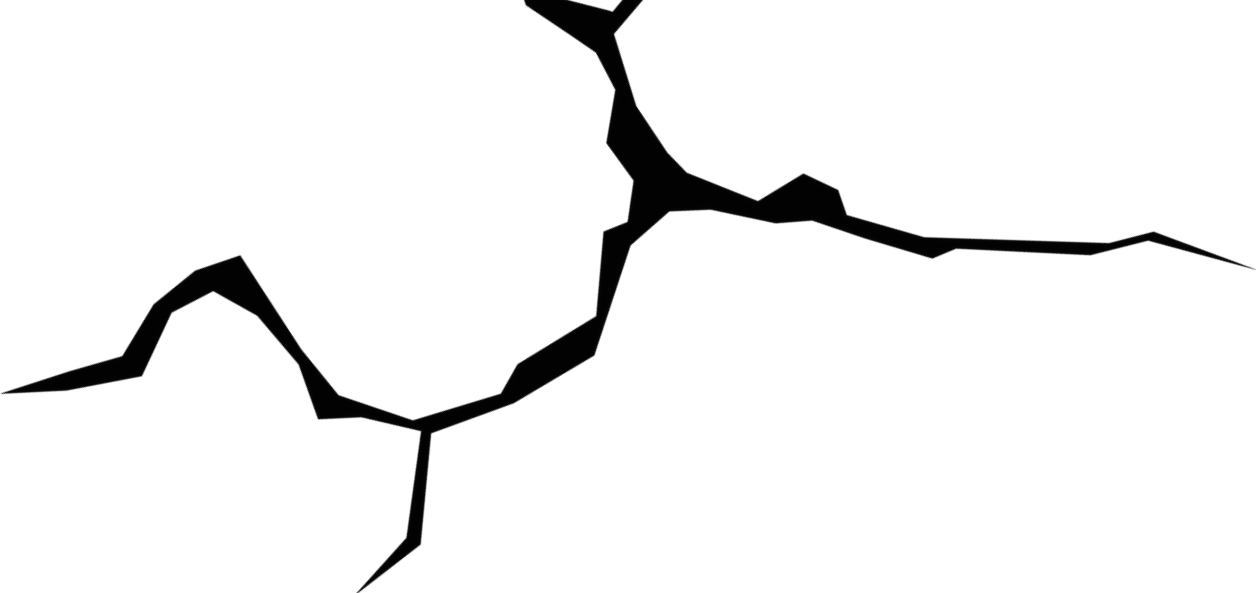
Discursive features:

- **Contrastive conjunctions:** *ale* (but), *jednak* (however)
- Use of **modal verbs or ellipses:** “... Poland helps, but it’s harder to find support”
- **Indirect speech/quotations** to convey competing views or skepticism:

Polish people talk a lot, but there is no action

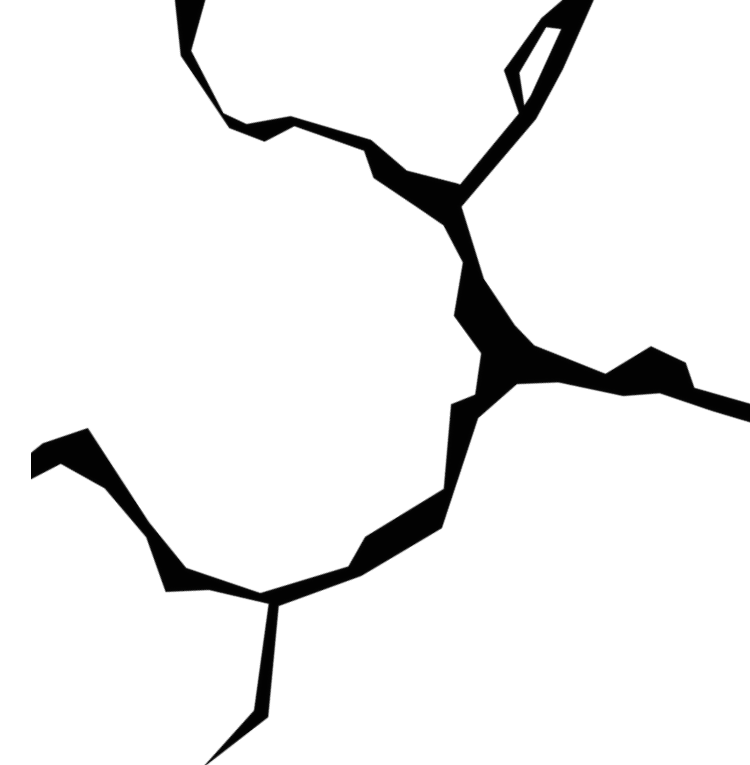
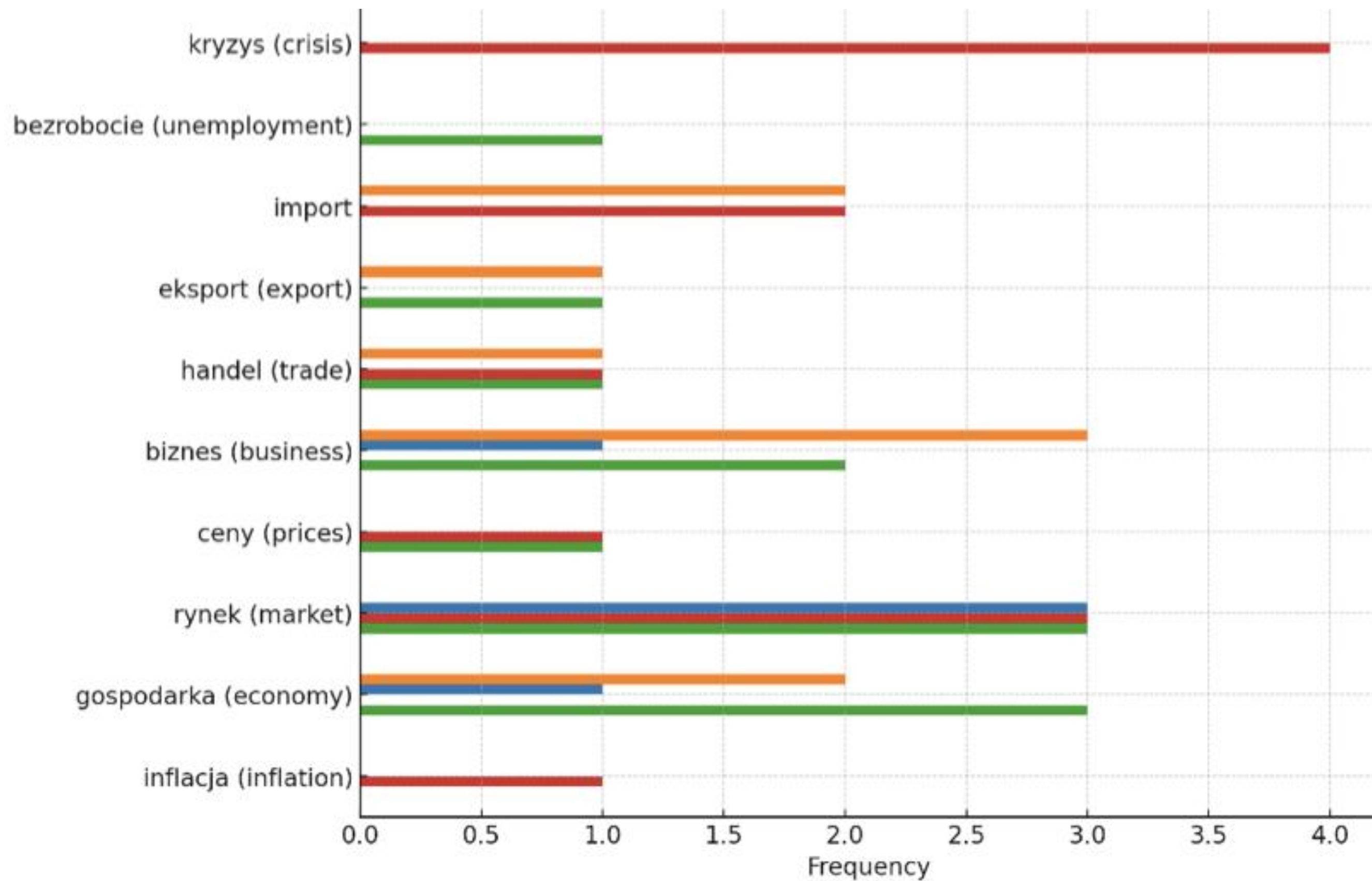
- **Narrative ambiguity or conflict:** aid vs. burden, market liberalization vs. domestic protection
- Often signals **policy dilemmas**, or **moral-economic tension**

Sentiment analysis

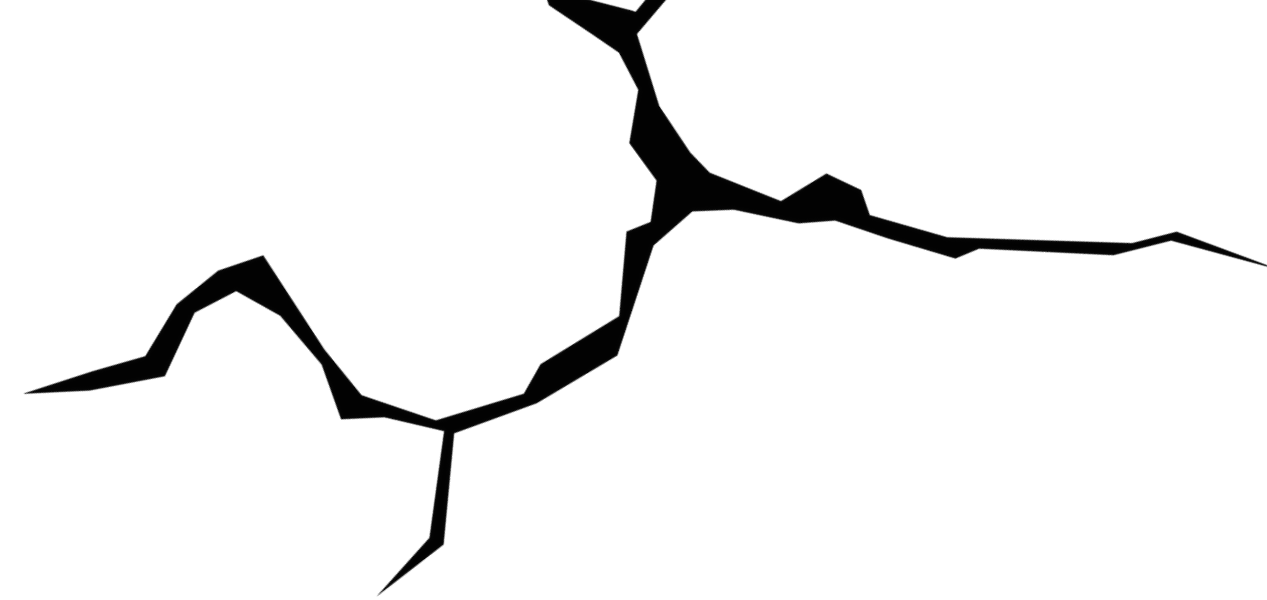


sector	dominant sentiment(s)	narrative focus
finance	negative → neutral	shock, inflation, recovery support
food	ambivalent/negative	trade conflict, farmers' protests
arms	neutral/positive	defense aid, NATO cooperation
energy	negative → ambivalent	crisis → transition to independence
TSL	ambivalent/negative	logistical strain, political complications

Table 1. Summary of Sentiment Patterns Across Sectors.



Concluding remarks



- **Framing complexity in crisis**

Polish business journalism, during the Russian-Ukrainian war, evolved from reactive crisis reporting toward increasingly **layered and strategic framing** - highlighting the **ambivalence** of wartime economic realities.

- **Sectoral prioritization reflects national concerns**

Media emphasis on **agriculture, energy, finance, and refugees** reflected Poland's immediate **economic vulnerabilities** and **geopolitical positioning**, with food security and supply chains at the core of narrative attention.


- **Sentiment shift mirrors war phases**

Headlines shifted from **negative urgency (early 2022)** to **neutral/ambivalent realism (2023–2024)**, showing how journalistic tone can mirror economic adaptation and institutional stabilization.

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Contact

 grants.ulbsibiu.ro/corecon

 robert.radziej@uni.opole.pl

