



Ministry of Foreign Affairs
of the Czech Republic



Independent Journalism Center



INTERNEWS UKRAINE

JOINING EFFORTS AND SKILLS TO CONFRONT PROPAGANDA

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Components of the Research

- EaP media landscape (national capacity to confront propaganda)
- Monitoring of Russian TV channels. Quantitative and qualitative analyses (pluralism, diversity and accuracy). Comparing to the 2015 research
- “Propositions” (“travelling” messages) monitoring of EaP countries media and Russian TV channels

Period of the Monitoring: June 6 - July 3, 2016

Within the purpose of this research, propaganda refers to media products

- Which contain hate speech, discrimination, racism, chauvinism, glorification of war and terrorism, spread of xenophobia or
- persistently present controversial issues in a stereotyped, one-sided way
- which resort to the manipulation of facts for political purposes
- which exploit themes of prominent public interest and take advantage of the trust people have towards mass media in general and in journalism in particular

The methodology of the research allowed finding out

- Frequency of appearance of “travelling” propaganda messages in the selected media of EaP countries and Russia;
- Attitude towards the messages of their authors and media which disseminated them (support, rejection, neutral);
- Identification of the sources of messages;
- Comparison and analyses of the quantitative data

SELECTED MEDIA BY COUNTRIES

ARMENIA:

- **“Novoye Vremya”**- newspaper
- **Iravunk** - on-line version of «Iravunk» newspaper
- **Sputnik Armenia** - multimedia portal

AZERBAIJAN:

- **Novoye Vremya** - on-line version of «Novoye Vremya» newspaper
- **Sputnik Azerbaijan** – multimedia portal

BELARUS:

- **ONT** - national TV channel (news and analytical programmes)
- **STV (“Stolichnoye Televideniye”)** - national TV channel (news programmes)
- **Sputnik Belarus** - multimedia portal

GEORGIA:

- **“Obieqtivi”** - national TV channel (news programmes and talk shows)
- **Sputnik Georgia** - multimedia portal

MOLDOVA:

- **NTV Moldova** - national TV channel (news and analytical programmes)
- **Sputnik Moldova** - multimedia portal
- **Omega (omg.md)** - multimedia portal

UKRAINE:

- **Inter** - national TV channel (news and analytical programmes)
- **“Vesti”** - daily
- **Strana.ua** - on-line portal

RUSSIA:

- **First channel** – federal (national) TV channel (news programmes and talk-shows)
- **Russia 1** - national TV channel (news/analytical programmes and talk-shows)
- **NTV** - national TV channel (news/analytical programmes and talk-shows)

SELECTED “TRAVELLING” MESSAGES

- M1-** EU policy is completely dependent on the United States;
- M2-** The US goal is to weaken the EU and to prevent its rapprochement with Russia;
- M3-** European Union, its institutions and policies (the Schengen Agreement, Neighborhood policy, social policy, security, etc.) are coming to an end;
- M4-** The fascist movements/sentiments in Europe have been on rise as a reaction to the influx of migrants; as traditional European policy;
- M5-** The only salvation for Europe is a closer cooperation with Russia (on the latter’s terms);
- M6-** Migrant crisis in Europe is a consequence of the Western actions and policies;
- M7-** Modern Western values are decadent, and only Russia preserved healthy civilizational orientations;
- M8-** Western democracy is a sham and is corrupt, as everybody and everything can be bought there;
- M9-** International terrorism (radical Islam) is a product of the US policy;
- M10-** Eastern Partnership is an anti-Russian project aimed to diminish the role of Russia and its influence in the former Soviet Union countries. It leads to the poverty and loss of sovereignty of the partner countries;
- M11-** Sanctions of the West against Russia are unfair, imposed on EU by the United States and they harm, first of all, Europeans;
- M12-** Ukraine is a failed state. It is an artificial entity created on the territories of Russia, Poland, Hungary (and so forth). Sooner or later it will collapse as a single independent state;
- M13-** The governance in Ukraine is captured by radical nationalists (fascists);
- M14-** Reforms in Ukraine have failed, the level of corruption is higher than during the Yanukovich governance;
- M15-** The inclusion of Crimea into Russia is a legitimate act of self-determination

- M16-** Ukraine is responsible for the failure to comply the Minsk agreements;
- M17-** If Crimea and Donbas had not come out from the control of Kyiv, their population would have become a victim of nationalist (fascist) terror;
- M18-** Europe does not need Ukraine;
- M19-** The future wellbeing of Ukraine and other EaP countries (Armenia, Azerbaijan, Belarus, Georgia, Moldova) is possible only in an alliance with Russia (under the EAEU);
- M20-** Civil society (NGOs) of Ukraine and/or the country itself (Armenia, Azerbaijan, Belarus, Georgia, Moldova) is a “fifth column” of the West;
- M21-** Belarusians (Ukrainians) are the same Russians, it is impossible to divide these nations. Highlighting their self-identity is only anti-Russian intrigues of the West;
- M22-** The delivery of the weaponry to the participants of Karabagh conflict by Russia is a measure to maintain a balance of forces. If Russia did not supply it, someone else would do it with worse consequences for safety;
- M23-** The resumption of military clashes in Karabagh conflict zone is inspired by Turkey;
- M24-** Defrost of Karabagh conflict is a consequence of the implementation of the West’s interests;
- M25-** Anti-Russian movement in Armenia is prepaid by the West;
- M26-** On the eve of parliamentary elections in Georgia, the West carries out subversive activities against Georgian authorities, who are in favor of cooperation with Russia;
- M27-** There is pressure (repressions) in Georgia on genuinely patriotic circles, which are eager to protect national identity and resist infusion of alien (Western) values;
- M28-** Most Moldovan citizens support the rapprochement with Russia (accession to the EAEU) and are against close ties with the West;
- M29-** Moldova has no chance to survive economically without Russian market, as nobody else needs its products;
- M30-** The West is seeking to expand its geopolitical presence in Eurasia to weaken Russia. European Union and the US are in a conspiracy against Russia

- M31-** RF parliament had to adopt laws stripping Russian civil society of financial aid from the West as the latter tried to meddle in the country's domestic affairs through CSOs;
- M32-** NATO deployment of its troops in Eastern Europe and Baltic States poses a direct threat to Russia's security;
- M33-** The West should respect Russia's status as "equal" partner, accepting its "spheres of influence“;
- M34-** Those Russians (opposition) who criticize the country's state administration are traitors;
- M35-** Putin is the best, he is the core of Russian statehood. The main goal of the West is to remove Vladimir Putin;
- M36-** The West is responsible for the destabilization and wars in the Northern Africa and Middle East;
- M37-** Turkey supports terrorists in the Syrian conflict (they do not lead a real fight against them);
- M38-** The West supports terrorists in the Syrian conflict (they do not lead a real fight against them);
- M39-** The actions taken by the Western coalition in Syria are illegal;
- M40-** Only Russia is using military force in Syria by the invitation of the legitimate authorities of this country and therefore acts lawfully and effectively;
- M41-** “Russia stands up from its knees”. Russia is progressing despite sanctions, machinations of the West;
- M42-** Germany, France, Israel (often Italy and other EU countries) are Russia's allies;
- M43-** Nadezhda Savchenko is a pseudo-politician, radical. She is dangerous for Russia and Ukraine;
- M44-** Russia, China, India, SCO, BRICS, EAEU are new vectors of geopolitical processes. The activation of trade, economic and investment cooperation within the framework of these alliances/unions is becoming one of the most important components of Russia's foreign economic strategy and an alternative to Euro-Atlantic alliance.

CATEGORIES OF MESSAGES

Messages related directly to Ukraine in the MEDIA OF THE 6 EAP COUNTRIES

	Frequency of messages' appearance in the piece	Sign of attitude of the authors/carriers of the message towards the messages in the piece			Position in regard to the message expressed in the piece on the whole		
		+	-	0	+	-	0
M14	404	335	64	5	97	13	48
M18	89	61	28	0	27	6	16
M13	88	85	3	0	41	0	3
M16	82	47	26	9	23	7	25
M12	76	65	4	7	17	2	9
M15	27	16	10	1	1	3	7
M43	26	22	4	0	15	2	2
M17	13	13	0	0	4	0	1
Total	805	644	139	22	225	35	111

Messages related directly to Ukraine in the RUSSIAN MEDIA

	Frequency of messages' appearance in the piece	Sign of attitude of the authors/carriers of the message towards the messages in the piece			Position in regard to the message expressed in the piece on the whole		
		+	-	0	+	-	0
M16	83	77	3	3	26	0	6
M13	74	65	8	1	18	0	7
M18	33	29	4	0	17	0	2
M17	31	30	0	1	9	0	4
M15	28	20	8	0	11	0	5
M12	27	26	1	0	9	0	1
M14	24	21	3	0	5	0	3
M43	7	2	0	5	2	0	1
Total	307	270	27	10	97	0	29

Messages related directly to Russia in the MEDIA OF THE 6 EAP COUNTRIES

	Frequency of messages' appearance in the piece	Sign of attitude of the authors/carriers of the message towards the messages in the piece			Position in regard to the message expressed in the piece on the whole		
		+	-	0	+	-	0
M44	67	64	2	1	23	0	1
M41	45	44	0	1	14	0	1
M35	20	19	1	0	12	0	1
M40	9	8	1	0	4	0	1
M34	1	1	0	0	1	0	0
M31	0	0	0	0	0	0	0
Total	142	136	4	2	54	0	4

Messages related directly to Russia in the RUSSIAN MEDIA

	Frequency of messages' appearance in the piece	Sign of attitude of the authors/carriers of the message towards the messages in the piece			Position in regard to the message expressed in the piece on the whole		
		+	-	0	+	-	0
M41	139	134	5	0	53	0	5
M44	95	90	5	0	16	0	5
M35	56	54	2	0	23	0	2
M40	12	12	0	0	6	0	0
M31	0	0	0	0	0	0	0
M34	0	0	0	0	0	0	0
Total	302	290	12	0	96	0	12

Messages related to different EaP countries (except Ukraine) in the MEDIA OF THE 6 EAP COUNTRIES

	Frequency of messages' appearance in the piece	Sign of attitude of the authors/carriers of the message towards the messages in the piece			Position in regard to the message expressed in the piece on the whole		
		+	-	0	+	-	0
M19	171	167	2	2	54	0	10
M20	113	112	1	0	33	0	1
M22	64	49	15	0	18	1	9
M21	49	48	1	0	18	0	2
M10	19	16	3	0	3	1	0
M25	16	16	0	0	13	0	0
M23	10	9	1	0	6	1	3
M24	10	10	0	0	2	0	4
M27	10	10	0	0	3	0	1
M29	9	9	0	0	3	0	3
M28	7	7	0	0	4	0	1
M26	1	1	0	0	0	0	1
Total	479	454	23	2	157	3	32

Messages related to different EaP countries (except Ukraine) in the RUSSIAN MEDIA

	Frequency of messages' appearance in the piece	Sign of attitude of the authors/carriers of the message towards the messages in the piece			Position in regard to the message expressed in the piece on the whole		
		+	-	0	+	-	0
M21	24	24	0	0	12	0	0
M20	14	14	0	0	5	0	3
M19	9	8	1	0	3	0	1
M10	1	1	0	0	1	0	0
M22	0	0	0	0	0	0	0
M23	0	0	0	0	0	0	0
M24	0	0	0	0	0	0	0
M25	0	0	0	0	0	0	0
M26	0	0	0	0	0	0	0
M27	0	0	0	0	0	0	0
M28	0	0	0	0	0	0	0
M29	0	0	0	0	0	0	0
Total	48	47	1	0	21	0	4

Messages related to the EU (USA/the West) in the MEDIA OF THE 6 EAP COUNTRIES

	Frequency of messages' appearance in the piece	Sign of attitude of the authors/carriers of the message towards the messages in the piece			Position in regard to the message expressed in the piece on the whole		
		+	-	0	+	-	0
M3	292	240	34	18	79	9	8
M32	96	91	5	0	31	0	5
M11	86	60	23	3	28	10	9
M30	82	79	0	3	33	0	3
M7	51	47	4	0	26	2	2
M8	42	39	3	0	17	1	2
M36	32	27	5	0	13	2	2
M1	29	29	0	0	17	0	0
M6	29	26	1	2	10	0	3
M42	28	26	2	0	18	1	1
M9	23	20	3	0	11	1	2
M33	17	16	0	1	10	0	1
M38	14	10	4	0	4	2	2
M2	13	12	1	0	9	0	1
M5	13	12	1	0	5	0	1
M4	7	7	0	0	6	0	0
M39	0	0	0	0	0	0	0
Total	854	742	86	26	317	28	42

Messages related to the EU (USA/the West) in the RUSSIAN MEDIA

	Frequency of messages' appearance in the piece	Sign of attitude of the authors/carriers of the message towards the messages in the piece			Position in regard to the message expressed in the piece on the whole		
		+	-	0	+	-	0
M30	186	171	10	5	46	0	14
M3	149	142	7	0	28	0	4
M7	81	76	1	4	67	0	5
M32	73	70	2	1	19	0	3
M33	72	71	1	0	24	0	1
M11	66	65	1	0	17	0	1
M42	62	62	0	0	25	0	0
M1	51	50	0	1	10	0	1
M8	50	46	3	1	11	0	4
M5	25	25	0	0	7	0	0
M38	23	22	1	0	9	0	1
M9	16	16	0	0	5	0	0
M2	14	14	0	0	3	0	0
M36	11	11	0	0	4	0	0
M4	5	5	0	0	4	0	0
M6	5	4	0	1	2	0	0
M39	0	0	0	0	0	0	0
Total	889	850	26	13	281	0	34

FREQUENCY OF PIECES WITH MESSAGES (in the monitored media of EaP countries and RUSSIA)

- **Russia** - 360
- **Ukraine** - 487 (57.1% out of all EaP) - in 839 supported by authors
- **Armenia** - 116 (13.6%)
- **Belarus** - 105 (12.3%)
- **Moldova** - 57 (6.7%)
- **Azerbaijan** - 49 (5.8%)
- **Georgia** - 38 (4.5%)

FREQUENCY OF PIECES WITH MESSAGES' APPEARANCE (in monitored media of EaP countries and Russia)

- **Russia** - 1,553 (high intensity of appearance) - in 1,464 supported by authors
- **Ukraine** - 1,073 (57.1% out of all EaP) - in 839 supported by authors
- **Belarus** - 390 (16,9%) - in 372 supported
- **Armenia** - 370 (16,0%) - in 340 supported
- **Azerbaijan** - 212 (9.2%) - 118 supported
- **Moldova** - 146 (637%) - in 122 supported
- **Georgia** - 119 (5.1%) - in 90 supported

FREQUENCY OF MESSAGES IN THE MEDIA OF EAP COUNTRIES

M14 “Reforms in Ukraine have failed, the level of corruption is higher than during the Yanukovych governance” - 404 times, 335 times supported, 5 times neutral

M3 “European Union, its institutions and policies (the Schengen Agreement, Neighborhood policy, social policy, security, etc.) are coming to an end” - 292 times, 240 times supported, 34 times rejected, 18 times neutral. **(Among leaders in all EaP countries)**

M19 “The future wellbeing of Ukraine and other EaP countries (Armenia, Azerbaijan, Belarus, Georgia, Moldova) is possible only in an alliance with Russia (under the EAEU)”- 171 times, 167 times supported, 2 times rejected, 2 times neutral

M20 “Civil society (NGOs) of Ukraine and/or the country itself (Armenia, Azerbaijan, Belarus, Georgia, Moldova) is a “fifth column” of the West” - 113 times, 112 times supported, 1 time rejected, 0 times neutral.

FREQUENCY OF MESSAGES IN RUSSIAN MEDIA

M30 “The West is seeking to expand its geopolitical presence in Eurasia to weaken Russia. European Union and the US are in a conspiracy against Russia” - 186 times supported, 171 times supported, 10 times rejected, 5 times neutral

M3 “European Union, its institutions and policies (the Schengen Agreement, Neighborhood policy, social policy, security, etc.) are coming to an end” - 149 times, 142 times supported, 7 times rejected, 0 times neutral. **(Coincides with EaP)**

M41 “Russia stands up from its knees”. Russia is progressing despite sanctions, machinations of the West” - 139 times, 134 times supported, 5 times rejected, 0 times neutral

M44 “Russia, China, India, SCO, BRICS, EAEU are new vectors of geopolitical processes. The activation of trade, economic and investment cooperation within the framework of these alliances/unions is becoming one of the most important components of Russia’s foreign economic strategy and an alternative to Euro-Atlantic alliance” - 95 times, 90 times supported, 5 times rejected, 0 times neutral

MOST FREQUENT MESSAGES PER EAP COUNTRY

ARMENIA:

M20 “Civil society (NGOs) of Ukraine and/or the country itself (Armenia, Azerbaijan, Belarus, Georgia, Moldova) is a “fifth column” of the West” (105 out of 370 cases of references to 44 selected messages).

AZERBAIJAN:

Almost equal number (between 23-32 references) - **M32** (“NATO deployment of its troops in Eastern Europe and Baltic States poses a direct threat to Russia's security”), **M41** (“Russia stands up from its knees”. Russia is progressing despite sanctions, machinations of the West), **M3** (“European Union, its institutions and policies (the Schengen Agreement, Neighborhood policy, social policy, security, etc.) are coming to an end”) and **M44** (“Russia, China, India, SCO, BRICS, EAEU are new vectors of geopolitical processes. The activation of trade, economic and investment cooperation within the framework of these alliances/unions is becoming one of the most important components of Russia’s foreign economic strategy and an alternative to Euro-Atlantic alliance”).

These 4 messages can be united in one: “NATO deployment of its troops in Eastern Europe and Baltic States poses a direct threat to the security of Russia, which stands up from its knees and is progressing despite the sanctions of the West, at the same time creating a new vector of geopolitical processes as an alternative to the European Union, while the latter is coming to an end”.

BELARUS:

M19 “The future wellbeing of Belarus is possible only in an alliance with Russia (under the EAEU)” (126 references)

GEORGIA:

M3 “European Union, its institutions and policies (the Schengen Agreement, Neighborhood policy, social policy, security, etc.) are coming to an end” (41 references)

MOLDOVA:

M3 “European Union, its institutions and policies (the Schengen Agreement, Neighborhood policy, social policy, security, etc.) are coming to an end” (42 references)

UKRAINE:

M14 “Reforms in Ukraine have failed, the level of corruption is higher than during the Yanukovich governance” (389 references, 320 cases-supported, 64-rejected, 5-neutral)

AUTHORS OF THE MESSAGES

ARMENIA - politicians, experts

AZERBAIJAN - media, journalists themselves (in Sputnik-Azerbaijan - Russian journalists, in Novoye Vremya - local journalists)

BELARUS - media, local journalists themselves, President of the country

GEORGIA - media, journalists themselves

MOLDOVA - experts followed by media/journalists

UKRAINE - media, local journalists themselves. Experts - far behind

RUSSIA - media, journalists themselves

VARIATIONS ON BREXIT

ARMENIA (distanced sarcasm and malicious)

“English rats were the first to abandon the sinking European Union”

“George Soros predicts financial crisis because of Brexit” (citing Russian media)

“Vanga prophesied the breakdown of EU”



AZERBAIJAN (referring to the topic in a context with “unfair” EU criticism towards Azerbaijan)

Title of a publication in Sputnik-Azerbaijan-“London to EU: “Ты кто такой? Давай, до свидания!” (Who the hell are you? Get out!)



BELARUS (focused on internal context)

“European analysts promise Britain “Apocalypse tomorrow””: total unemployment, loss of forty billion dollars and real estate for peanuts. However, the break-up of close trade relations with the EU will allow Great Britain going to the East in search of partners, and Belarus is ready to become one of them. The countries have good history of economic relations, and both of them will profit from their strengthening.



GEORGIA (discrediting the European choice of the country)

Georgian MP and former majority member, currently founder of the For United Georgia Party, Tamaz Mechiauri: “When we join the EU, there will be no one left” (Sputnik-Georgia).



MOLDOVA (pointing out the mistakes of EU)

“Start of the EU disintegration”, “End of European dream”



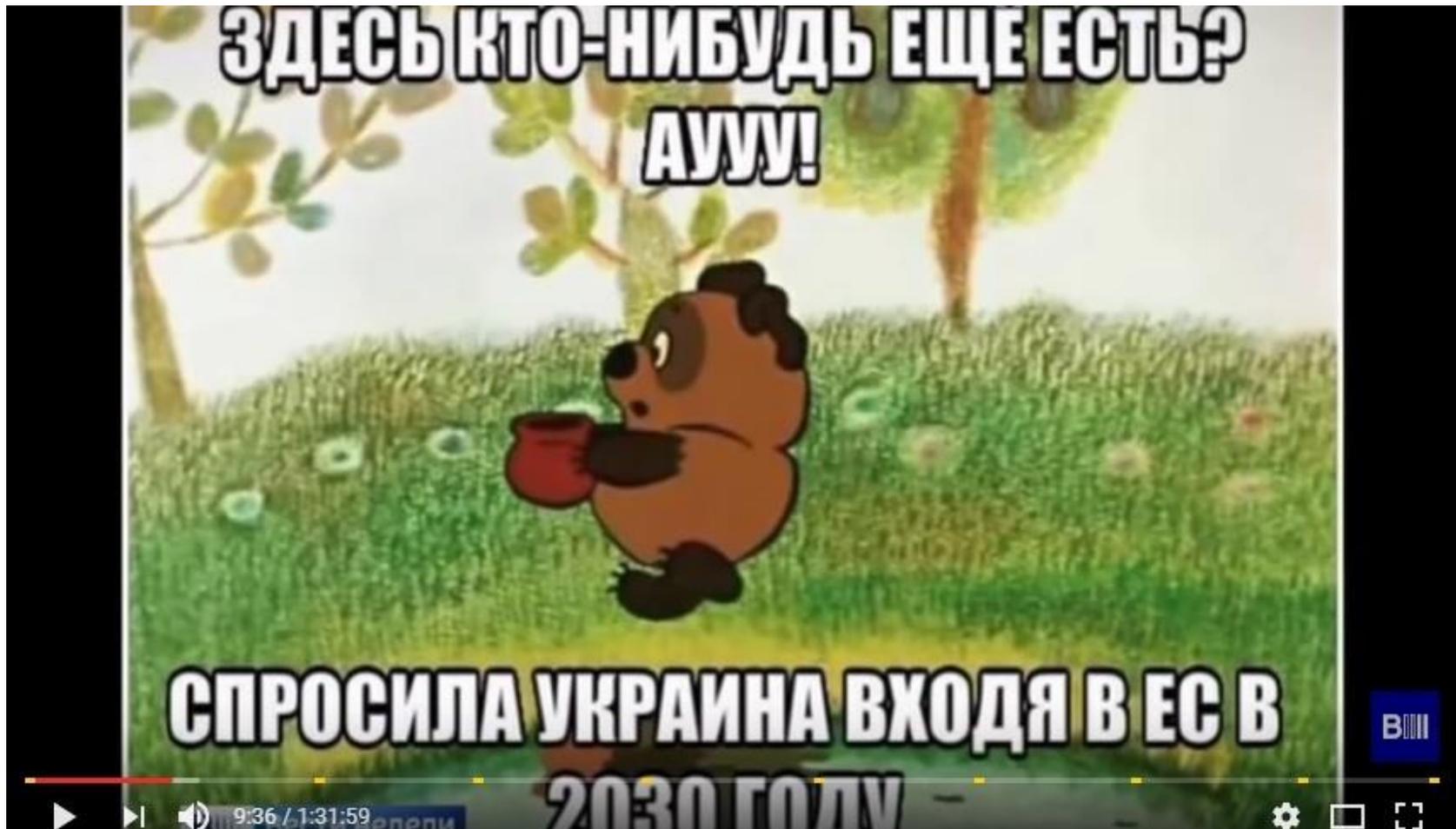
UKRAINE (skepticism about the future of EU)

Parallels between breakdown of USSR and Brexit (predicting similar developments in other EU member countries)



RUSSIA (support to Brexit and celebrating it as victory)

Giving the floor predominantly to speakers in favor of Brexit. E.g. Richard Samuel, introduced as “solid London lawyer”: “EU is a nightmare. It causes only problems to us, and we have to pay for it!”



COUNTRY SPECIFICS

ARMENIA

Armenian “Iravunk” much more aggressive in using the messages than Russian language “Novoye Vremya” or Sputnik-Armenia.

AZERBAIJAN

Messages in the titles of publications: “HATO? He надо!” (NATO? No Need!), “SCO can offer an alternative to the world”, “Sanctions as a myth or Russia can survive in any situation”.

BELARUS

TV firmly remains the most influential media (84.7% of media users. Though the channels selected for the monitoring are not the most popular, however their influence is strong.

GEORGIA

Though propaganda content in the monitored media was high, its messages were quite different from the other countries and could not be included in this research. Two types of media translating the propaganda messages could be identified: one that resorts to nationalist and jingoistic ideas and criticizes Georgia's Western policy vector ("Obieqtivi" TV. And another one (Sputnik-Georgia) that gives less space to anti-Western propaganda, opting for popularization of Russia.

MOLDOVA

Contrasting European/Western and Russian models, stressing the advantages of the latter.

UKRAINE

Highest proportion of rejected messages and neutral attitude towards them.

RUSSIA

Traditional focus (of TV) on international/foreign issues. Presence of "whipping boys" in all TV shows. Highest level of support towards the messages.

CONCLUSIONS AND RECOMMENDATIONS

1. General

- More than ever propaganda is becoming one of the most important components of foreign policy, it is gaining the ability to reach mass foreign audiences without obstacles, including through the national media of target countries.
- Disinformation is not always the main tool of propaganda. The latter also includes persistent and massive dissemination of certain disputable narratives, disguised as “opinions”, which suppress any alternative evaluation or judgement. As a consequence, a large part of the audience is exposed to a certain kind of “hypnosis”, losing the ability to perceive a different point of view, as well as the ability to assess critically the information they receive.
- Current research, which focuses on themes that are open to various interpretations, shows that persistent and massive advancement of the same disputable narratives has influenced the media of several countries at once, in particular Russia and Eastern Partnership countries. At the same time the hypothesis, according to which many “traveling” messages originated in Russian media, is confirmed. Given the intensification of official Russian information policy, addressed to foreign audience, it can be regarded as the result of purposeful activity.

- Among the main targets of propaganda “messages” were the European Union (and the West as a whole), as well as the process of rapprochement of the Eastern Partnership countries with the EU. These targets proved to be quite vulnerable, because they provide little information about the EU and especially about each other. The only exception is Ukraine, but to a large extent the reason why events in this country are widely covered is because Ukraine is in the center of attention of the Russian media. Accordingly, this coverage is under a certain influence of the Russian media.
- The strengthening of the role of Russian propaganda within the common information space, in addition to solving immediate geopolitical objectives, contains serious challenges. Most of all, it widens the gap of understanding between these countries, including Russia, as well as within the societies in each of them. For these countries such state of affairs is fraught with threats of external and internal instability.

2. Eastern Partnership Countries Public service broadcasting

- The existence of independent, vibrant and competitive media landscape is essential for providing a variety of news and views in different languages coming from different countries but with a priority given to a high quality programs produced in national languages. The national media enjoying high level of trust and popularity in the EaP countries would serve as a good tool against the external propaganda. In this respect, the existence of truly professional public service broadcasters that would develop impartial editorial practices is one of the key issues.
- It is therefore important for the authorities in the EaP countries to strengthen mandate by public service broadcasters so it reflects public interest and it is based on independence, editorial freedom and non-interference by authorities or political parties. The reporting by these broadcasters should be balanced and factual, including when covering activities of the authorities, in line with international good practice.
- All media, but predominantly the public broadcasters need to pay more attention to the accurate and wide coverage of the developments in other Eastern Partnership countries. It is in the objective interests of each EaP partner to gain as much as possible from this EU initiative. And misunderstanding, wrong perceptions among them could not provide for better efficiency of EaP, to formation of “common identity” which was always an important catalyzing factor for regional integration processes.

3. Foreign and international media actors

- Given the overall lack of high-quality reporting in the EaP countries, consideration should be given to supporting activities aimed at raising professional standards, including adherence to internationally recognized ethical codes and standards for balanced and objective reporting and news presentation. This should include support to already existing media outlets (both local and foreign) that provide alternative information to the one presented by the main Russian channels widely spread in the Eastern Partnership region.
- Existing international and local media outlets transmitting via cable, satellite or Internet should receive more support to provide high-quality reporting in languages more accessible to viewers and listeners in the EaP countries.
- Consideration should be given to promoting a direct exchange of a high-quality content between the media in the EaP countries.

- Consideration could be given to strengthening protection of national airways against hate speech and state propaganda that breaches the law. At the same time, if applied, restrictions to the freedom of expression should not be disproportional in scope, arbitrary and politically motivated to limit the expression of alternative positions.
- Media regulators should monitor broadcasters' compliance with legislation and contractual license conditions and in case of their non-compliance they should apply appropriate sanctions. The latter should be clearly defined and should be commensurate with the gravity of the violation committed. The establishment of systematic media monitoring based on credible methodology would assist the regulators in identification of legal violations (including hate speech and propaganda) and in taking prompt and adequate corrective action.
- The European Broadcasting Union (EBU) should play a more active role in monitoring compliance by its members with the EBU's statutes, particularly promoting and developing the concept of public service media and their values such as universality, independence, excellence, diversity, accountability and innovation, as referred to in the EBU Declaration on the Core Values of the Public Service Media.

4. Professionalism and media literacy

- Consideration could be given to further enhancing the existing and creating new platforms for discussion, trainings, studies and self-reflection on the media, including in the regions, to enhance the current level of journalistic profession and to help identifying the unhealthy aspects of journalism, such as propaganda. This would help journalists, managers and students to increase their professional capacity and would also improve the current level of media literacy.
- Access to various educational resources, such as books, databases, methodology, research magazines, as well as a chance to exchange experience through international media networks and journalistic associations would also help in achieving these efforts.
- The enduring monopolization of the media market by state or powerful groups has deprived the audiences in the EaP countries of an effective variety of sources of information, and has thereby weakened the guarantees of pluralism. Such undue concentration of media ownership should be prevented through appropriate measures. Instruments could be applied to improve competition, to motivate the old players to get rid of excess concentration, and to encourage new players to invest.

5. Interaction with Russia's media community

- There is huge resource in Russia itself to ensure constructive approaches and mutual understanding between that country on the one hand and EaP, as well as EU countries, on the other. Respectively, enhancing dialogue and exchange with independent and responsible media professionals from Russia to contribute to alternative content in Russian media thus decreasing influence of negative stereotypes being spread in post-Soviet information space.
- Promoting distribution in the EaP countries of the content of alternative Russian media, which is not engaged in propaganda, for better understanding of the real political processes that have impact on developments in the region.
- Journalists, editors, producers and proprietors from both Russia and EaP countries should make joint efforts to ensure that distributed information corresponds with truth and conscience. The facts should be reported without any distortions and in their respective contexts. If a flawed message is published, it should be followed by public apology or the reaction of independent professional community.

THANK YOU!