

INTERNAL MIGRATION: CONTRIBUTION OF MEDIA AND THE HORIZONS OF AUDIENCE'S EXPECTATIONS

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INTRODUCTION

Migrating processes are an integral part of the mankind's historic development, including the ones specified by such factors as disasters, wars and acts of God. This refers to so called forced migration or forced displacement. This issue has recently become global and even led to crises of different scale, for example, European Migration Crisis 2015.

This problem also concerns Ukraine. The local migration crisis started here in 2014 due to the events in Crimea and in the east of the country. At that time, thousands of people had to leave their places of residence and move to other territories inside the country. The population having changed their place of residence within the same country due to armed conflicts, natural disasters, epidemics, etc., are called internal migrants or displaced persons.

This crisis continues because the reasons caused it are still topical. For lower-middle income economies, which Ukraine belongs to, the solution of this problem is being complicated by insufficient funds to assure minimum needs of the persons suffered (residence, work, psychological support, assistance), or their ineffectual distribution, corruption, absence of will of the authorities, etc. Moreover, large-scale movements of the population inside the country on one hand, upset a balance of mutual connections, caused intensification of aggression to each other, and on the other hand, specified a search of a new level of harmony in each particular territory.

Migration and assimilation in a new territory is an acute, not only geopolitical, national, mental or psychological problem, but also an informational one as it relates to the issues of correct coverage of social problems in media. Ideally, media must control social processes and influence them, form a public opinion and thus, to assist in solving internal displaced persons' (migrants') problems through encouraging a humane attitude to the those who suffered, to encourage consolidation of all branches of power to concerted effort, minimization of corruption risks.

Hence, studying the state of forced internal migration issues coverage in the Ukrainian media is topical but quite a complicated assignment that involves several mutually related aspects. Particularly, this work explores the horizons of expectations of forced internal migrants themselves concerning media coverage of their social and psychological issues and the level of satisfaction with this process. To correlate the expectations and the real state of media coverage of displaced persons' problems, there has been performed a quantitative analysis of publications related to the forced internal migration and a qualitative analysis of its problematic based on 8 Ukrainian online news outlets. Moreover, there has been held an experiment to research the reactions of the media consumers to the publication concerning the internal migration issues, the author of which used manipulative communication about displaced persons.

1. Emergence of the prerequisites of the problem and formulation of the problem

Migration processes in the world and their media coverage have recently been a subject of a deliberate scientific attention. A collection of *Migration and Media: Discourses About Identities in Crisis* is interesting for our research as it explores the issue of reconstructing a crisis identity due to migration¹.

In particular, we pay attention to the work by Ludmilla A'Beckett who compares British, Ukrainian and Russia media discourses regarding coverage of migrants and displaced persons' issues. The author notes that the Ukrainian and Russia media mostly tend to depict the displaced Ukrainians compassionately and to raise approval from the international community. However, they occasionally negative images using the hate language, activate cultural prejudices².

This thought is confirmed with the publication by a Norwegian researcher Natalia Moen-Larsen. Having analyzed three Russian newspapers, the author noticed a difference in covering the images of refugees images from the countries of North Africa and Middle East and refugees from Ukraine. If in the first case, objects are depicted as "threatening" and "alien", and symbolic borders are saved between them and the

¹ Viola, L. & Musolff, A. (2019) *Migration and Media: Discourses about identities in crisis*. John Benjamins. 360 pp. DOI: <http://doi.org/10.1075/dapsac.81>

² A'Beckett, L. (2019). Displaced Ukrainians. Russo-Ukrainian discussions of victims from the conflict zone in Eastern Ukraine. In Viola, L., Musolff, A. (Ed.), *Migration and Media: Discourses about identities in crisis*. John Benjamins. 265–290. DOI: <http://doi.org/10.1075/dapsac.81.12abe>

Russians, the Ukrainian refugees, to the contrary, are told as the ones similar to the Russians³.

Pay attention to the section of Migration and Media Discourses About Identities in Crisis prepared by Ljiljana Šarić and Tatjana Radanović Felberg in *Representations of the 2015/2016 “Migrant Crisis” on the Online Portals of Croatian and Serbian Public Broadcasters* It provides positive experience in covering the migrants’ issues in Croatia and Serbia, which, in the authors’ opinion, meets the official policy of these countries⁴.

This aspect meets, to some extent, the thesis of the research by A. B. Mahmoud & M. Al Atrash about the role of media in covering migration processes, represented in the book of Migration as Creative Practice⁵. The authors state that media spread negative stereotypes causing a wrong image of migrants under the pressure of politicians. Moreover, media do not cover enough those facts which would form their attractive image. Thus, politicians and media have to consider migrants as an asset providing great opportunities for the future of the developed countries. Undoubtedly, the thoughts expressed by the research authors deserve our attention.

We are also interested in researching this aspect because the objects under stereotypification in the research analysed and in our one are different: correspondingly, forced migrants and forced internally displaced persons. However, political influence on the processes of covering these objects in media is indisputable. Note that the issue of stereotyping in the media, we consider in detail in the study Stereotyped media images as a method of forming delusions of ordinary consciousness⁶.

³ Moen-Larsen, N. (2020). Brothers and barbarians: Discursive constructions of ‘refugees’ in Russian media. *Acta Sociologica*, 63(2), 226–241. DOI: <https://doi.org/10.1177/0001699318817597>

⁴ Šarić, L. & Felberg, R. T. (2019). Representations of the 2015/2016 “Migrant Crisis” on the Online Portals of Croatian and Serbian Public Broadcasters. In Viola, L., Musolff, A. (Ed.), *Migration and Media: Discourses about identities in crisis*. John Benjamins. 203–238. DOI: <http://doi.org/10.1075/dapsac.81.10sar>

⁵ Mahmoud, A.B. & Al Atrash, M. (2021), Contemporary Discourses on Migrants: The Role of the Media, In Hack-Polay, D., Mahmoud, A.B., Ryzdik, A., Rahman, M., Igwe, P.A. & Bosworth, G. (Ed.), *Migration Practice as Creative Practice*, Emerald Publishing Limited, Bingley, pp. 15–28. DOI: <https://doi.org/10.1108/978-1-83867-765-720211005>

⁶ Rosinska, O., Zhuravska, O., Zykun, N., & Gandziuk, V. (2019). Stereotyped media images as a method of forming delusions of ordinary consciousness. *International Journal of Innovative Technology and Exploring Engineering*, 9(1), 2607-2612. DOI: 10.35940/ijitee.A5311.119119

To some extent, this thought is also principal in the research made by a group of Pakistani scientists⁷. The researchers apply the provisions specified by a theory of dependence on media systems, and the objects of their analysis are internal migration. They establish that the use of traditional or social media by migrants depends on the particular type of difficulties the person feels in a community accepting him/her. Moreover, an access to traditional media, as a rule, provides a lower level of dependence on social media.

2. Analysis of existing problem solving methods and formulation tasks for the optimal development of technology

The issues of media covering of the internal migration problem remains topical and its particular aspects require more detailed study. In particular, here are the expectations of the internal migrants themselves concerning the media activity that specifies search of answers to such questions as:

1. What themes and problems related to internal migration, in displaced persons' opinion, must be in the centre of journalists' attention?

2. Which is a real scope of represented themes and problems related to the internal migration in journalist publications?

3. What is a tendency in covering internal migration problems? Does the amount of publications and their content change during time (we mean from the point of time when a problem arose and during its topicality for a society in general and displaced persons in particular)?

4. If there is a gap between migrants' expectations and media reality, how can this information be applied in practice of the media specialists' work?

Methods

The answers to the questions set were pursued within 2 stages:

– questionnaire of 98 representatives of internally displaced persons with regard to the expectations concerning media coverage of the issues related to this category of the population;

– content-analysis of publications of 8 online news outlets under the parameters of frequency of materials related to the internally displaced persons and informative line of the materials.

⁷ Khan, M.I., Saleem, N., Khan, A.U., Ahmad, M.H. (2020). Media dependency during internal migration: case of internally displaced persons in Pakistan. *International Transaction Journal of Engineering, Management, Applied Sciences & Technologies*, 11(13), 1–10.

What is new in the presented research is the combination of the mentioned methods, which allows for an in-depth comprehensive analysis of the problem.

3. Questionnaire and its results interpretation

The questionnaire covered 98 displaced persons within such age groups:

- under 25 – 5 persons (5.1 %);
- 25–35 – 23 persons (23.5 %);
- 35–45 – 38 persons (38.8 %);
- 45–55 – 22 persons (22.4 %);
- over 55 – 10 persons (10.2 %).

Prevailing majority of the persons questioned is university graduated persons – 72.4 %; moreover, 14.3 also have academic degree; 10.2 % have vocational secondary education and 3.1 % completed a comprehensive school program. 88.8 % specified that officially obtained a status of a “internally displaced person”, which the state of Ukraine implemented through registration of requests and provision of certificates; 11.2 % do not have this status.

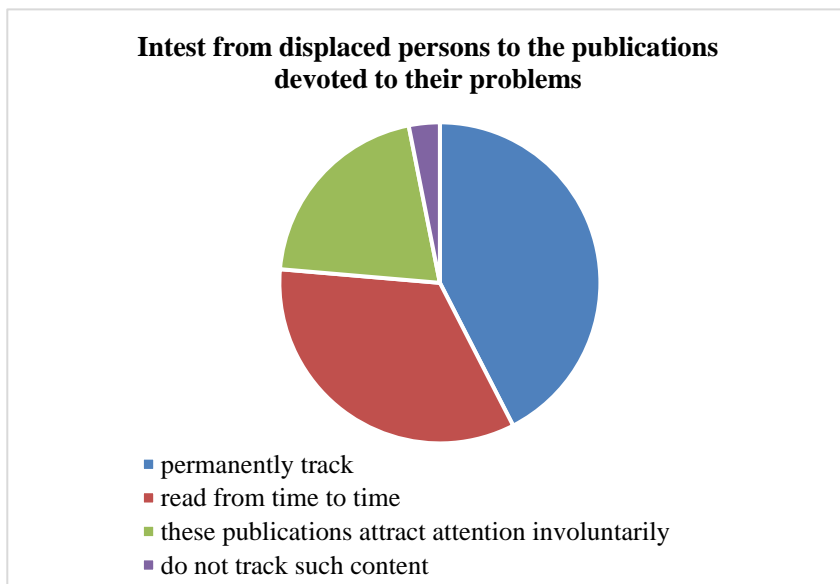


Fig. 1. The interest level among the displaced persons regarding publications in media on the internal migration theme

The purpose of the questionnaire held was to determine how high the displaced persons estimate the correspondence of their social situation presentation in mass media, if they are satisfied with the level of media attention to their problems, which issues, in their opinion, are expressed insufficiently and incorrectly.

The questionnaire held at the first stage demonstrates quite a high interest from respondents to the mass media content covering the problems of the displaced persons, which is specified in *Figure 1*:

- permanently track – 42.2 %;
- read from time to time – 33.7 %;
- these publications attract attention involuntarily – 20.4 %;
- do not track such content – 3.1 %.

The majority of the persons questioned (90 persons – 91.8 %) are convinced that media do not cover enough the issues of internally displaced persons. Some of them specify that this tendency is changing in time, moreover, towards decreasing the attention from media. Someone pays attention that media come back to these issues if a particular event attracting attention happens. Thus, only 8.2 % say that media attention to the above social problem is sufficient.

Table I

The results of respondents' questionnaire: expectations regarding media coverage of displaced persons' problems

Issues covered by media		Issued be covered by media	
Type of answer	Amount of answers	Types of answer	Amount of answers
1	2	3	4
Real problems are not covered	32	Problems with housing	68
Personal success stories	27	Difficulties with finances and employment	45
Difficulties with finances and employment	21	Exercising civil rights, particularly, a voting right	42
Problems with housing	17	Issues of adaptation in a new territory	38
Crimes committed by displaced persons, demonization of their way of life	16	Issues of education, enrollment to a high school	17

Table I (ending)

1	2	3	4
Difficulties with crossing the delimitation line	11	Difficulties with crossing the delimitation line	12
Adaptation in a new territory	10	Psychological support	11
Issue of social payments	9	Problems of the retired persons	9
Issues of education, enrollment to high schools	7	Attitude of local residents	8
Organization of voting with the change of voter's registration place	4	Discriminating nature of the status	3
Attitude of the local residents	4	Personal success stories	3
Issues of the retired persons	4	Problems of large families	2

Besides, the respondents had to answer the clarifying questions depicting the expectations of respondents concerning the coverage of the displaced persons' problems, particularly:

– What problems of social adaptation of displaced persons do media cover?

– What problems of social adaptation do media have to cover?

Thus, the respondents-displaced persons are confident that media ignore their real problems, tell much about personal success of individual migrants. The respondents are not ready to perceive negative information about them that is why the publications, for example, of crime news emphasizing the status of a criminal as an internal migrant afflict them. The migrants classify the publications where their image is being demonized and they act as heroes standing against the new environment and are the bearers of the hostile ideology of separatism⁸, the “Russian world”⁹, etc., as the same category.

⁸ Russia and the Separatists in Eastern Ukraine. International crisis group (2016). *Europe & Central Asia*. Briefing № 79. 5 February. URL: <https://www.crisisgroup.org/europe-central-asia/eastern-europe/ukraine/russia-and-separatists-eastern-ukraine>

⁹ How the Kremlin promotes the “Russian World” abroad (2021). *Ukraine crisis media center*. URL: <https://uacrisis.org/en/russian-world-abroad#>

As shown in Table I, the respondents believe that the main problems for the journalists to cover, first of all, include the problems with housing, finances, employment, exercising the civil rights, in particular, impossibility to take part in the elections of national and local levels, be enrolled to high schools, cross the delimitation line between Ukraine and temporarily occupied territories of Donbas and Crimea¹⁰. Moreover, they want to read publications with psychological support allowing getting adapted more easily. Obviously, a particular limitation of respondents selected specified a low per cent of expectation concerning the publications about the issues related to the retired persons and large families.

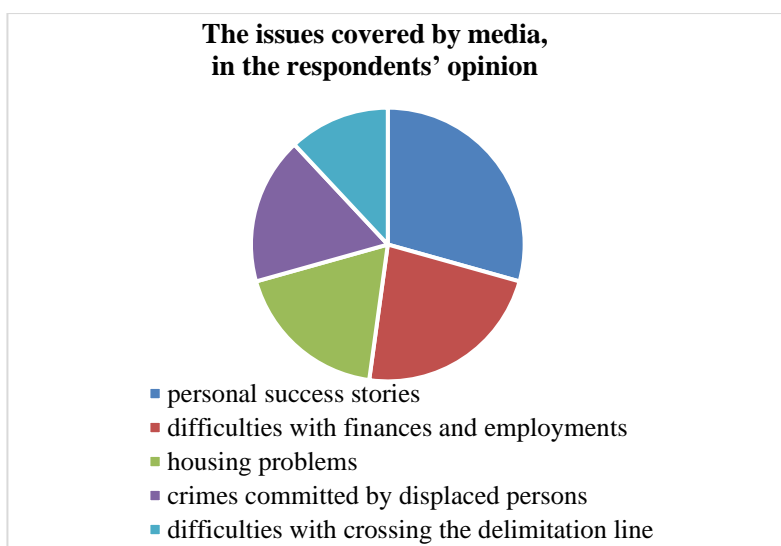
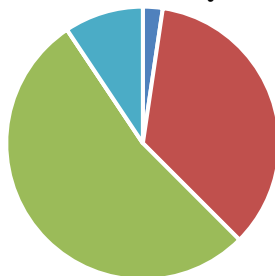


Fig. 2. The respondents' ideas about the themes and problems covered by media

Figure 2 demonstrates the respondents' ideas concerning media coverage of such themes as personal success stories, difficulties with finances, and employment, issues regarding housing, crimes committed by displaced persons, difficulties with crossing the delimitation line.

¹⁰ Ukraine: The Line. International crisis group (2016). *Europe & Central Asia*. Briefing № 81. 18 July. URL: <https://www.crisisgroup.org/europe-central-asia/eastern-europe/ukraine/ukraine-line>

**The problems, in the respondents' opinion,
are to be covered by media**



- personal success stories
- difficulties with finances and employments
- housing problems
- crimes committed by displaced persons
- difficulties with crossing the delimitation line

Fig. 3. The respondents' ideas about the themes and problems to be covered by media

Figure 3 demonstrates, how, in the respondents' opinion, these issues must be covered by media. Pay attention that first of all, for displaced persons the coverage of issues related to assuring minimum survival needs in the society is important – housing, job, salary. They are not inspired by the success of other persons and they do not want to read or learn negative information where they act as criminals or bearers of the ideology hostile for the community where they appeared to be.

We assume that this is a kind of psychological projection onto the media of those emotions, estimations, attitudes, support the respondents receive in the society or an individual community. The following question is a particular confirmation of that: we asked the displaced persons what, in their opinion, impedes media to cover themes important for them. The results are as follows:

- 43.9 % – non-understanding the importance of the issue;
- 15.3 % – no possibility to solve these issues;
- 10.2 % – neglecting certain social issues.

Let us note, that 31.6 % respondents mention other reasons: media do not cover the problems of the internally displaced persons due to time-dependent continuity of the situation; this is gainless for the state; media are not independent, no social mandate; prejudiced attitude to displaced

persons; topicality of the issue only for a part of the Ukrainian population; unformed social will of the population; no interest to this issue.

For conscious perception of profound characteristics of confrontation that may arise between the representatives of different regions of the country, it should be recollected that in particular historic periods, the basis of mental mapping of Ukraine was grounded on an explosive idea about axiological inequivalence of the regions, i.e. about axiological superiority of Western Ukraine in cultural and historic sense and indisputable degradation of Eastern Ukraine. These manipulative ideas are, in our opinion, a part of a dissociating strategy of certain political forces both in the country and out of it, which can be considered not only in the context of Ukraine's life but also any country's in the world. Both media and social networks have been demonstrating high level of oppositional spatial aggression for several years, using such slogans of spatial rejection as "They have themselves to blame", "suffer punishment", etc.

Thus, a big problem for Ukraine even in seven years after the beginning of the armed conflict in East of Ukraine is an integration of internally displaced persons into local communities. Media provide the facts of the low level of such integration: "According to IOM, a share of employed displaced persons is 48 %. This is lower than a share of the employed among Ukraine's population (56 %) and significantly lower than a share of the displaced persons who were employed before moving – 64 %¹¹; "The level of the average monthly income differ with regard to geographic zones and types of settlements. The month average income per one person is the highest in Kyiv – UAH 3, 739 and the lowest in the third zone – UAH 1,655"¹².

Since the armed conflict in Ukraine has been held for more than 7 years since 2014, for studying the problem it is topical to trace the decrease/increase of frequency of the materials covering the issues of the internally displaced persons. In opinion of the majority of the respondents questioned, the amount of materials devoted to internal migration has decreased, which Figure 4 demonstrates.

¹¹ Report of the national system for monitoring situation with internally displaced persons (2017). September. URL: http://iom.org.ua/sites/default/files/nms_round_9_ukr_press.pdf

¹² Ibid.

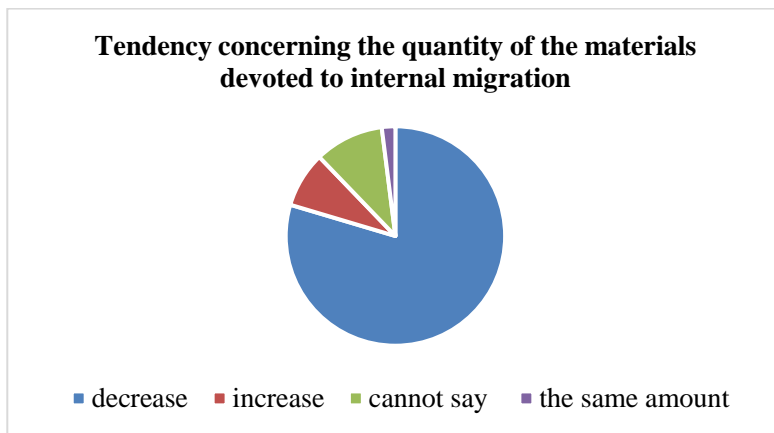


Fig. 4. Estimation by respondents of media publications quantity during 2014–2021

We have monitored some Ukrainian online news outlets to establish how much the expectation of the respondents concerning the frequency of the materials meets the real situation in media.

4. Monitoring individual online–media of Ukraine with regard to frequency and problematic of the publications about displaced persons

Choosing online-media for monitoring we used the analysis result of IMI, which established Top-10 market players under a new complex methodology to estimate professionalism and responsibility of editorial staff. The following indicators were taken into account: half of the journalist’s materials published were prepared by the media itself and these materials are of high reliability (97.5 %), balance (96 %) and separation of facts from comments (98 %), no hit pieces, black PR, hate language, sexism, fake news, etc (IMI summed up the results of online media monitoring under a new complex method of estimation, 2019). They are Liga (<https://www.liga.net>), Ukrainska Pravda (<https://www.pravda.com.ua>), Slovo I Dilo (<https://www.slovoidilo.ua>), Ukrainski Natsionalni Novyny (www.unn.com.ua), Hromadske (<https://hromadske.ua>). For a more representative/comprehensive understating we have analysed some media not included into this list, particularly, Obozrevatel (<https://www.obozrevatel.com/ukr/>), ZN’UA (<https://zn.ua/ukr/>). Their full list, as well as the amount of publications about displaced persons is provided in Table II, and tendency under an

annual basis – in Figure 5. We can see that the peak of publications falls onto 2016, which is related to objective reasons. If in the beginning of the events persons were mostly leaving towns and settlements under shooting hoping to return to their motherland soon, this possibility was fading from year to year. Thus, before 2016 many displaced persons had already decided finally that they would settle at a new place and some of them had already settled quite well either at a new place or in their motherland in new conditions of occupation.

Table II

Data of online media monitoring with regard to the frequency of publications about displaced persons

Name of the media/amount of publications	2021	2020	2019	2018	2017	2016	2015	2014
Liga.net	2	17	18	22	41	59	81	98
Ukrainska Pravda	6	8	18	25	32	60	64	-
Gazeta.ua	18	55	86	139	174	211	125	91
Slovo I Dilo	21	42	51	51	78	53	56	29
Ukrainski Natsionalni Novyny	20	73	80	101	115	134	153	95
Hromadske Radio	12	37	71	42	38	56	66	78
Obozrevatel	31	25	33	47	52	117	75	42
ZN'UA	8	7	12	8	14	39	41	26
Total	118	264	369	435	544	729	661	459

Hence, the country faced a new reality, demonstrated by media at that time as higher attention to a topical problem. As we can see, the respondents' thoughts and the monitoring data show a tendency to decreased amount of publications.

The content analysis of the media analyzed is a significant and large-scale assignment, so, it will be described in our following research. However, particular tendencies concerning coverage of the internal migration will be analyzed here for the consumers' reactions picture to be more complete.

It is illustrative that along with the notion of “*displaced persons*”, “*migrants*”, the Ukrainian media have continued using such a term as “*refugees*”, although it is admitted to be incorrect under journalist standards. For example, *Gazeta.ua* from 2014–2021 has used it to indicate the persons displaced from the armed conflict areas

(in 2021 – 2 times; in 2020 – 3; 2019 – 2; 2018 – 6; 2017 – 3; 2016 – 7; 2015 – 10; 2014 – 20).

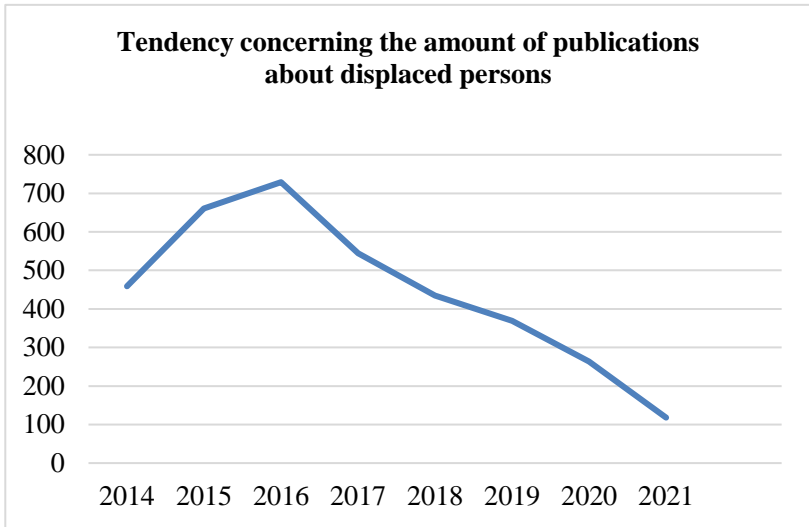


Fig. 5. The amount of publications for 2014–2021 according to the monitoring data

The following themes prevail in *Ukrainska Pravda*:

- Loss of housing (2014–2015), residential programs for displaced persons (2016–2021);
- Voting right (2015–2020);
- Rules for crossing the delimitation line (2015–2019).

The publications of *Gazeta.ru* cover the above problems, moreover, many materials are devoted to success stories: “A displaced family creates realistic costumes of transformers” (09.01.2018), “Business from nothing: a displaced woman from Avdiivka surprised Odesa residents with meat pastry” (23.11.2017); “Crimean migrants opened a unique cat-café in Lviv” (02.05.2015); “A migrant from Donetsk opened a sushi-fast food cafe in Vinnitsia” (01.05.2015); “5 migrants received 50 thousand grants for own businesses” (01.12.2015).

There are also materials about the crimes committed by displaced persons, whose social position is especially underlined: “A migrant was sentenced to 6 years of imprisonment after a series of robberies” (23.12.2017), “Migrants from Donetsk region diddled 12 thousand hryvnias out of the sellers of kittens” 925.11.2014); “Refugees from

Donbas will be ousted from the temporary housing due to heavy drinking” (13.08.2014); *“Migrants from Donbas organized three porn studios in Zaporizhzhia”* (02.03.2016).

It is seen that in 2014–2015 when it was the first powerful wave of displacement, the media focused much on the problems of displaced persons’ integration into local communities. For example: *“We arrived in Lviv last week and they told me that in Brody District a private house got free, there are four places. Why did we have to go across half of the country to live in God knows what Brody?”* (18.07.2014), *“Migrants demand high salaries and ignore the majority of the vacancies offered”* (15.08.2014), *“Migrants from east come to us but they are very hard to be convinced in something”* (23.11.2014); *“because the migrants from east occupied the majority of tenanted housing in the capital”* (23.11.2014); *“Today in the capital some migrants from Donbas came with St. George ribbons to celebrate the Victory Day”* (09.05.2015); *“The migrants who have been living in Vinnytsia for longer than a year refuse from the jobs offered in the employment centre”* (17.07.2015); *“Some persons complain that the migrants create competition to them”* (11.10.2015).

The publications devoted to the internally displaced persons prevail in Obozrevatel; particularly, housing sale in the occupied territory; exercising the voting right, social rights, particularly, reception of social relief, etc; integration (language issue) (Matviyishyn, 2020).

The media contains a number of provocative materials, demonstrating internal antagonism in the society. For example: *“Imbecilic, it’s disgusting”: in Kherson region there burst a language scandal because of migrants*” (03.07.2016): *“Why are you maniacally continuing to assert your “right” to speak Russian and neglect, humiliate the Ukrainian language? Why do you think that a stupid phrase of “I am from Crimea” (Donetsk, Yasinovata, Luhansk” gives you a right to propagate the Russian culture in the towns that harboured you? And why did you think you can call yourself “good persons” after all that and account on our empathy, understanding and support if your aim is to destroy us?”* – wrote Tatiachenko” (Obozrevatel.com).

To understand the context of the following example, we should mention that the central figure in the article Pavlo Rozenko as of its publishing was the Minister of Social Politics in Ukraine, i.e. a politician responsible for migrants socializing: *“Rozenko told how many migrants he considers to be fake* (05.04.2016): *“According to the data of analytical services of Security Service of Ukraine (SBU) and the analysis of databases available for Ministry of Social Politics, Border Guard and*

Migration Services, SBU has certain doubts if they are real migrants. Thus, they are registered, but there are doubts if they really live in the territory controlled by Ukraine. And most probably, they moved back into the territory beyond the control of the Ukrainian authorities. According to the law and resolutions of the Cabinet of Ministers, they have to be deprived of all social relief assigned for migrants”, – said Rozenko” (Obozrevatel.com).

Thus, the brief analysis of individual thematic sections of publications about displaced persons demonstrates that the problems mentioned with regard to formation by media of an image of a person from East are quite true. Also, the analysis of frequency of publications shows their decrease from the beginning of the conflict until now.

CONCLUSIONS

Thus, in the opinion of the displaced persons, media must focus on the issues related to the solution of their vital needs: housing, job, civil rights (particularly, exercising the voting right), their children – places at educational institutions; at the first stages of forced displacement there must be provided psychological assistance and media have to cover this aspect, too. To the contrary, in their opinion, media either demonize the image of a displaced person or focus on successful stories of individual persons not paying attention to unsolved issues. Moreover, the internally displaced persons stated the decrease from media to their problem during the time. The monitoring performed during research confirmed some aspects established under the questionnaire:

- frequency of the publications on the issues of forced displacement of the population inside the country is decreasing, which is especially seen on an example of individual media;

- at the first stages after the beginning of the social conflict, media are not ready to cover the situation correctly that is why they often manipulate the sentiments, demonize the image of a displaced person or call artificially the empathy not covering the issue as a social one;

- media cover the most intensively the issue of housing for internally displaced persons, exercising a voting right, employment, etc., give success stories or inform about the crimes committed by individual displaced persons, almost do not concern the issue of psychological adaptation, etc.

A sensitive difference between the expectations of the displaced persons and the media picture lies in the profound approaches to covering the issues which are most often given as individual facts,

events, without provision of grounded strategy. In our opinion, that relates to the absence of this strategy in general in the government.

Research perspectives

In the further research we set a purpose to perform a profound substantive content analysis of the publications devoted to the internal migration in Ukraine to determine tendencies for their presentation in different periods of the conflict and at different governments, as well as experimental researches of the reactions from the information consumers who do not belong to the category of displaced persons to the manipulative materials on such a theme.

ABSTRACT

The main focus of the research is a correlation between the coverage of a forced internal migration issue in media and the level of migrants' satisfaction with this process in conformance with their needs and horizons of expectations in the context of the Eastern European country of Ukraine.

A part of the population having changed the place of their residence within the borders of the country due to armed conflicts, natural disasters, epidemics, etc. are called forced internal migrants. Solution of the internal migration issue is extremely difficult for low-income and lower-middle income economies due to short financial resources to assure minimum needs of the persons suffered (housing, work, psychological follow-up, support), their ineffective allocation or corruption. What role does media play in solving the internal migration issue? They raise topical questions related to the migrants, form a relevant public opinion as well as control the issue solution. As the authors of the research suppose, these promote a humanist attitude to the problems of a particular social minority in a society, as well as consolidate all the branches of power for concerted work minimizing risks of corruption.

The conclusions of the research offered are based on the results of: the content analysis of 10 key Ukrainian media in order to determine themes and a range of problems in the publications devoted to the forced internal migration; a questionnaire of the migrants (in general, the sample is 98 persons) concerning their horizons of expectations of forced internal migration coverage in media and the degree of their satisfaction with the level of media attention to their problems.

Thus, the content analysis allowed determining the main tendency in media coverage of the forced internal migration problem. It mostly includes the publications devoted to the problems with housing, employment, personal success stories and situation of migrants' integration into

local communities. The respondents specify the following issues as the main ones for media to cover: problems with housing; financial problems of the migrants, problems with employment; exercising their civil rights, including a right to vote; problems of adaptation in a new territory; issues of education, enrollment to high schools etc.

The research allows establishing horizons of expectations by a particular social group through parameters regarding their problems coverage in media.

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