

**Horchikova A. O.**

Academician Stepan Demianchuk International  
University of Economics and Humanities

**Smus A. H.**

Academician Stepan Demianchuk International  
University of Economics and Humanities

## MEDIA CONTENT ANALYSIS REGARDING COVERAGE OF VETERAN ISSUES

*The article examines the features of veteran policy in Ukraine and the methodology for its coverage in the information space in order to improve communication and form a positive image of veterans. The subject of the study is how information about veterans is presented and how coverage in the media affects the level of public awareness of veteran policy, veterans' rights and benefits, their needs and problems. The article is an example of high-quality and responsible coverage of socially important information. It effectively uses the frames of state concern and accessibility, performing an important function of information and education. From the point of view of the Theory of Social Responsibility of Media, the article complies with the basic principles, providing accurate, reliable and useful information. Minor improvements could make it even more convenient and informative for the target audience. The full-scale Russian-Ukrainian war, which began in 2022, led to an unprecedented increase in the number of veterans. Combat operations, mobilization and participation in the defense of the country have led to the emergence of a significant number of people who require special attention and support from the state and society. The long and intense nature of the conflict leads to the accumulation of psychological and physical trauma in veterans, which complicates their adaptation to peaceful life. The increase in the number of veterans requires the development and implementation of a comprehensive and effective veteran policy that would cover all aspects of their reintegration – from medical and psychological rehabilitation to social adaptation and employment, professional information coverage and support. Returning to civilian life after participating in combat operations is a complex process that requires time and support. Veterans may face problems of social adaptation, job search, and restoration of social ties.*

**Key words:** veteran, veteran policy, mass media, post-traumatic stress disorder, genres of journalism.

**Statement of the problem.** The relevance of the study of veteran policy and the methodology of its coverage in the information space is due to the need for effective reintegration of a significant number of veterans into society. An important role in this process is played by the information space, which shapes public opinion and influences attitudes towards veterans. Therefore, the study of this issue is extremely important for the development of effective veteran policy and the formation of a positive image of a veteran in Ukrainian society. The justification for the relevance of the topic is based on several key factors that have a significant impact on modern Ukrainian society.

**Analysis of recent research and publications.** The issues of veteran policy in Ukraine are studied by many scientists. In particular, Berlinets I.A. in his

work “Foreign Experience in the Field of Medical Rehabilitation: Prospects for Use in Ukraine. Public Administration: Improvement and Development” analyzes successful practices of other countries that can be applied in the Ukrainian context. Husak O.G. in his study “World Experience in Developing State Policy on the Formation of Interprofessional Mobility of Military Personnel” considers the issue of professional retraining and integration of veterans into civilian life.

**Task statement.** The purpose of the study is to identify the features of veteran policy in Ukraine and the methodology for its coverage in the information space in order to improve communication and form a positive image of veterans. The implementation of the goal involves solving the following tasks: to determine the essence and main components of

veteran policy as a social phenomenon; to find out the influence of media content on the formation of public opinion about veterans; to formulate proposals for improving communication between state bodies, public organizations and the media in the field of veteran policy.

**Outline of the main material of the study.** Topics related to veterans, which are most often covered in the media, can be conditionally divided into several categories.

1. Events and honors: Participation of veterans in commemorative events. Coverage of participation of veterans in parades, flower-laying ceremonies, commemoration of the dead, etc.; Anniversaries and commemorations. Mentions of veterans in the context of anniversaries of military events, battles, operations; Awards of veterans. Notifications about the presentation of state awards, distinctions, and conferring of titles.

2. Social problems and challenges: PTSD and psychological rehabilitation. Materials on post-traumatic stress disorder, problems with the mental health of veterans, availability of psychological help [6, p. 128]; Medical care and rehabilitation. Coverage of problems with obtaining medical care, rehabilitation, prosthetics, sanatorium-resort treatment; Employment and social adaptation. Materials on difficulties in finding a job, retraining, adaptation to civilian life; Housing issues. Coverage of problems with providing housing, receiving benefits for utilities; Legal support. Information on the possibilities of obtaining legal assistance, protecting the rights and interests of veterans; Problems with receiving benefits and social payments. Materials on bureaucratic obstacles, delays in payments, complex procedures.

3. Success stories and role models: Veterans in business and entrepreneurship. Stories about veterans who started their own businesses and achieved success in entrepreneurial activities; Veterans in sports and creativity. Materials on veterans' sporting achievements, their participation in artistic projects, literary activities; Veterans as public figures and volunteers. Coverage of veterans' activities in public organizations, volunteer movements, their participation in patriotic education of youth [5].

4. Conflict situations and negative cases: Crimes committed by veterans. Unfortunately, sometimes the media covers cases of offenses committed by veterans, which can form a negative stereotype; Suicides among veterans. Materials about cases of suicide among veterans, which is often associated with psychological problems; Conflicts with the

authorities or society. Coverage of protests, actions, conflict situations related to veterans [3, p. 10].

5. Legislative initiatives and state policy: New laws and programs to support veterans. Informing about medians in legislation, new state support programs, benefits and payments; Activities of state bodies and veteran organizations. Coverage of the work of the Ministry of Veterans Affairs, other state institutions and veteran organizations.

It is important to note that the frequency of coverage of certain topics may vary depending on the context, current events and information policy of a particular media. However, in general, the above categories are the most common in the coverage of veteran topics.

The online publication Volynska Služba Novych published an article titled "In Volyn, an ATO veteran killed his cohabitant's son" [10].

The article is based on a court verdict, which ensures factual accuracy. However, the presentation of information requires consideration and avoidance of sensationalism. The article provides sufficient details about the circumstances of the crime, the position of the deceased's mother and the characteristics of the accused. The mention of the concussion received in the ATO is important for understanding the possible psychological consequences of war. It is also important to mention that the accused is not registered with a psychiatrist or narcologist, which refutes possible speculations about mental disorders as the main cause of the crime.

Coverage of a crime committed by a veteran can negatively affect society's perception of veterans, reinforcing stereotypes about their aggressiveness. Therefore, it is important to present information in a balanced manner and avoid generalizations. It is also important to emphasize that this case is an isolated incident, and not a reflection of the general situation among veterans. The material can serve as a warning about the possible consequences of conflicts and the importance of finding peaceful ways to solve problems. The mention of probation supervision as a punishment can become information about alternative types of punishment, which is important for public discourse.

The material actually combines the "crime" frame with elements of the "tragedy" frame and partly the "veteran problems" frame. The mention of concussion and the request of the deceased's mother to mitigate the punishment indicate an understanding of the complexity of the situation and an attempt to avoid one-sided accusations.

The publication of such materials can draw public attention to the problem of violence, in particular in

the context of post-conflict syndrome. It is important that this attention be directed not only to individual cases, but also to systemic problems and the need for comprehensive support for veterans.

To improve the coverage of this material, it is worth avoiding sensationalism and not using headlines that emphasize "gory" details. It is better to provide more context about supporting veterans - talk about existing programs of psychological rehabilitation, social adaptation and legal assistance. You can also involve comments from experts: psychologists, lawyers and representatives of veteran organizations. It is necessary to emphasize the need for early identification and resolution of conflict situations, as well as the importance of seeking qualified professional help [4, p. 219].

The online publication Novinarnia published an article titled "Police closed the case against veteran Andriy Pekelny, who killed one of the six attackers in self-defense" [14, p. 78].

The material provides sufficient context to understand the situation: a description of the attack, the circumstances of the use of force, information about previous charges and further developments (case closure). Mentioning the status of an ATO veteran is important for understanding the possible psychological state of a person who survived combat operations.

Coverage of this story can have a positive impact on the public discourse on the right to self-defense. The emphasis on the legality of Pekelny's actions contributes to the formation of an understanding of the limits of necessary defense. It is important that the material does not stigmatize veterans, but on the contrary, emphasizes their right to defense.

The material informs about an important aspect of the legislation – the right to self-defense – and shows how it is applied in practice. This contributes to increasing the legal awareness of citizens.

The material clearly frames the situation as an act of self-defense. The emphasis is on the legality of Pekelny's actions and the inadmissibility of accusing a person who defended himself and his mother. This frame is reinforced by the quote "And it is unacceptable to accuse a person of defending himself and his loved ones during an attack by criminals."

Although the status of an ATO veteran is mentioned, it is not the main frame. The media focus is on the legitimacy of self-defense, rather than on the problems of veterans as such. This is a positive aspect, as it avoids stigmatization.

The material can contribute to the actualization of the topic of the right to self-defense and the discussion

about its limits. It can also draw attention to the problems of law enforcement in cases of self-defense, in particular regarding initial charges that were later dropped.

The material contributes to the construction of the image of a veteran as a person who is able to protect himself and his loved ones. It also emphasizes the importance of adhering to the rule of law and legal awareness. It is important that the material does not create negative stereotypes about veterans, but rather demonstrates their ability to act within the law.

However, this material can be improved, in particular, by involving lawyers or experts on self-defense for a more in-depth analysis of legal aspects. It is also possible to provide information on statistics on self-defense cases in Ukraine.

The material generally complies with the principles of social responsibility of the media. It provides objective and complete information, contributes to the formation of a positive agenda, and does not create negative stereotypes. The framing of self-defense is correct and effective. The material can be considered an example of balanced and responsible coverage of a difficult situation.

The article "How can a war veteran submit a simplified application for benefits online?" [13] has appeared on the website of the Pension Fund of Ukraine.

The article has a clear structure, provides step-by-step instructions for obtaining benefits online, focused on practical assistance to veterans.

The material forms the frame of the state as an institution that cares for veterans and simplifies access to necessary services, in particular through digitalization. The emphasis is on the convenience and accessibility of the online procedure. The material emphasizes the active role of the veteran in the process of obtaining benefits. He is not a passive recipient of assistance, but independently performs the necessary actions. This contributes to the formation of the image of the veteran as an independent and responsible person.

The article does not contain frames of "victim", "problem" or "helplessness", which is a positive aspect.

The article performs an important social function by informing veterans about their rights and opportunities, as well as providing practical instructions for obtaining benefits. The information is presented clearly and clearly, with a step-by-step algorithm of actions. This ensures the availability of information for a wide audience. The article focuses on the positive aspects of the benefits process, which

contributes to the formation of a positive attitude towards state institutions and veteran support programs.

The material does not contain any elements that could stigmatize veterans or reinforce stereotypes.

The article provides specific and useful information that veterans can immediately apply in practice. The information is presented logically and in an accessible way, which makes it easier to perceive. The article contributes to the popularization of the use of digital services among veterans.

Although the material focuses on the online procedure, it is worth mentioning the possibility of submitting an application in paper form for those veterans who do not have access to the Internet or do not have the necessary skills. It would be useful to add contacts of institutions or organizations where veterans can receive additional advice on obtaining benefits. It is worth emphasizing the need for a CEP and providing information on where it can be obtained.

The article “How can a war veteran submit a simplified application for benefits online?” is an example of high-quality and responsible coverage of information about veterans. It effectively uses the frame of “simplifying access to services” and “active position of a veteran”, performing an important social function of information and education. From the point of view of the Theory of Social Responsibility of Media, the article meets the basic principles, providing reliable, accessible and useful information, without stigmatizing veterans and promoting their social integration. Minor improvements could make it even more useful and accessible to a wide audience.

The article “How a Veteran Can Become an Entrepreneur” [11, p. 76] appeared on the website of the Ministry of Veterans Affairs of Ukraine.

The article highlights the discussion in the Ministry of Veterans Affairs on supporting veteran businesses. It covers a wide range of issues, from the problems of veteran socialization to specific initiatives to support entrepreneurship.

The article forms a framework for the successful adaptation of veterans to civilian life through starting their own business. Business is presented as a tool for reintegration, socialization and self-realization. The emphasis is on the need for state support for veteran businesses. The state appears as an assistant and creator of conditions for the development of veterans’ entrepreneurial initiatives. The article emphasizes the positive qualities of veterans, such as the ability to make quick decisions, experience in crisis situations, and the spirit of brotherhood, as important factors for

success in business. This contributes to the formation of a positive image of a veteran as an active and potentially successful member of society. The article emphasizes the need to teach veterans the basics of business and provide mentoring support. This emphasizes the importance of training and supporting veterans on the path to entrepreneurship [9, p. 27].

The topic of supporting veterans is extremely relevant and socially important. The article contributes to the discussion of this topic and draws attention to the problems faced by veterans. It considers various aspects of the problem, from the difficulties of socialization to specific initiatives to support business. The article also reflects different points of view, including the opinions of representatives of the ministry, experts, and veterans themselves. The material not only states the problems, but also suggests ways to solve them. The article contributes to the formation of a positive discourse around the topic of veterans and entrepreneurship. The article does not contain stigmatizing statements or stereotypes about veterans. It forms a positive and respectful image of a veteran.

The material considers the problem from different angles, covering both social and economic aspects. The involvement of experts and representatives of the ministry adds authority and credibility. The article inspires and motivates veterans to start their own business.

Adding success stories of veteran entrepreneurs could make the article more lively and visual. It would be useful to provide more specific information about existing programs to support veteran businesses, including the conditions for receiving funding and other types of assistance.

The article is an example of responsible and high-quality coverage of an important social topic. It effectively uses the frames of adaptation, state support, and veteran potential, contributing to the formation of a positive image of a veteran and the development of veteran entrepreneurship. From the point of view of the Theory of Social Responsibility of Media, the article meets the basic principles, providing complete, objective, and useful information. Minor improvements could make it even more effective and influential.

The material “Free dental prosthetics for military personnel and veterans: where and how to get services?” [12] has appeared on the website of the Ministry of Health of Ukraine. The article informs about the launch of a pilot project of free dental prosthetics for military personnel and veterans, providing information about the conditions for receiving the service and the necessary steps.



The article forms the frame of a state that cares about its defenders, providing them with access to the necessary medical services. The emphasis is on the social significance of the project and its focus on improving the quality of life of military personnel and veterans. This frame is reinforced by a quote from the Minister of Health, Viktor Lyashko, about the "politics of heroes". The material provides clear and understandable information about who can use the service, where to go, and what documents need to be prepared. The presence of a link to the NSZU website and the contact center phone number reinforces this frame, demonstrating the openness and accessibility of information. The article does not contain frames that stigmatize veterans or portray them as helpless. Instead, the emphasis is on the positive actions of the state and the opportunities provided to veterans.

The article performs an important social function, informing the target audience about the new opportunity to receive free medical services. It clearly answers the questions "who?", "what?", "where?" and "how?", ensuring completeness of information. The information in the material is based on official sources (MoH and NSZU), which guarantees its reliability. The presence of a link to the NSZU website allows readers to verify the information themselves. The article has a clear practical focus, providing specific instructions on receiving the service. This makes it useful for the target audience. The material does not contain any elements of advertising or political propaganda. Its purpose is solely to inform the public. The information is presented logically and

consistently, which facilitates its perception. The article emphasizes the importance of supporting veterans and the military.

It would be useful to add information about what types of prosthetics are included in the program and what materials are used. It is worth mentioning possible waiting times for receiving the service so that veterans can better plan their time. It would be more convenient for readers to have a map or list of medical institutions participating in the project directly in the material.

**Conclusions.** This article was devoted to the development and justification of a methodology for researching the coverage of veteran policy in the information space of Ukraine, as well as the formulation of recommendations for its improvement. The use of a comprehensive approach that combines qualitative and quantitative methods made it possible to obtain both statistical data on the representation of veteran topics and a deep understanding of the features of its interpretation in the media. The content analysis method was used to study materials of various formats (news, articles, interviews, TV and radio stories), which made it possible to identify key themes, frames, stereotypes and tone of coverage of veteran policy. The use of various sources ensured the objectivity and completeness of the study, although due to the limited scope of the article, the analysis covered only the most influential and representative media. It was possible to identify fundamentally important practices in covering veteran policy problems and emphasize them with practical cases with additional analysis.

#### Bibliography:

1. Бахурин С. «Позивний «Бандерас», 2018. 240 с.
2. Бессел ван дер Колк «Тіло веде лік: Як зцілити тіло, розум і душу після травми», 2022 р. 624 с.
3. Брюс Д. Перрі та Опра Вінфрі «Що з тобою сталося? Про травму, психологічну стійкість і зцілення», 2023. 320 с.
4. Букет Є. «30 війн із Заклятим сусідом», 2023. 136 с.
5. Гусак О. Г. Світовий досвід вироблення державної політики щодо формування міжпрофесійної мобільності військовослужбовців. URL: file:///C:/Users/User/Downloads/DeBu\_2008\_1\_75%20(1).pdf. (дата доступу 12.04.2025)
6. Джим Найп «EMDR: повне керівництво. Теорія та лікування комплексного ПТСР та дисоціації», 2015. 456 с.
7. Джон Бредшоу «Зцілення від сорому: Як позбутися токсичного сорому та відновити своє життя», 1988. 350 с.
8. Едвард Фолкс «Подолання посттравматичного стресу: Покрокова програма», 2000. 400 с.
9. Кореньков О. «Ісламська держава: наймасштабніша битва сучасності», 2022. 312 с.
10. На Волині ветеран АТО вбив сина своєї співмешканки URL: <https://surl.li/wifcvu> (дата доступу 17.04.2025)
11. Шевчук В. І., Беляєва Н. М., Яворовенко О. Б. (2017). «Соціальна реабілітація та її місце в комплексній реабілітації інвалідів-учасників антитерористичної операції», 173 с.
12. Юрій М. Ф., Головка М. І. Соціальні дослідження: теорія і практика. 2019. Київ: Київський національний економічний університет імені Вадима Гетьмана. URL: <http://ir.kneu.edu.ua:8080/handle/2010/33906> (дата доступу 27.03.2025)

13. Як ветерану війни подати спрощену заяву на пільги онлайн? URL: <https://surli.cc/gnucqs> (дата доступу 02.04.2025)

14. Якимець В. М., Печиборщ В. П., Вороненко В. В., Якимець В. В., О. В. Печиборщ, А. В. Никоненко, Г. О. Слабкий. Гарантована психологічна допомога та реабілітація військовослужбовців – складова національної безпеки. Організація медичної допомоги. Ужгород. 2022. С. 41–50.

### **Горчикова А. О., Смуць А. Г., Зубарець А. В. АНАЛІЗ КОНТЕНТУ МЕДІА ЩОДО ВИСВІТЛЕННЯ ВЕТЕРАНСЬКОЇ ТЕМАТИКИ**

*У статті досліджено особливості ветеранської політики в Україні та методику її висвітлення в інформаційному просторі задля покращення комунікації та формування позитивного іміджу ветеранів. Предметом дослідження є те, як саме подається інформація про ветеранів та як висвітлення в ЗМІ впливає на рівень обізнаності суспільства про ветеранську політику, права та пільги ветеранів, їхні потреби та проблеми. Стаття є прикладом якісного та відповідального висвітлення соціально важливої інформації. Вона ефективно використовує фрейми державної турботи та доступності, виконуючи важливу функцію інформування та просвіти. З точки зору Теорії соціальної відповідальності медіа, стаття відповідає основним принципам, надаючи точну, достовірну та корисну інформацію. Незначні покращення могли б зробити її ще більш зручною та інформативною для цільової аудиторії. Повномасштабна російсько-українська війна, що розпочалася у 2022 році, призвела до безпрецедентного збільшення кількості ветеранів. Бойові дії, мобілізація та участь у захисті країни зумовили появу значної кількості людей, які потребують особливої уваги та підтримки з боку держави та суспільства. Тривалий та інтенсивний характер конфлікту призводить до накопичення психологічних та фізичних травм у ветеранів, що ускладнює їхню адаптацію до мирного життя. Збільшення кількості ветеранів вимагає розробки та впровадження комплексної та ефективної ветеранської політики, яка б охоплювала всі аспекти їхньої реінтеграції – від медичної та психологічної реабілітації до соціальної адаптації та працевлаштування, фахового інформаційного висвітлення та супроводу. Повернення до цивільного життя після участі в бойових діях є складним процесом, що потребує часу та підтримки. Ветерани можуть стикатися з проблемами соціальної адаптації, пошуку роботи, відновлення соціальних зв'язків.*

**Ключові слова:** ветеран, ветеранська політика, засоби масової інформації, посттравматичний стресовий розлад, жанри журналістики.