

Dr hab. Grażyna Piechota, prof. KAAFM

Andrzej Frycz Modrzewski Krakow University (Poland)

ORCID: 0000-0002-0662-5074

e-mail: gpiechota@afm.edu.pl

Press reports of crisis as a source of country image: The reputation of Poland in French mainstream newspapers and magazines in the context of humanitarian and migration crisis

Relacje prasowe o kryzysie jako źródło wizerunku kraju: reputacja Polski we francuskich gazetach i czasopismach głównego nurtu w kontekście kryzysu humanitarnego i migracyjnego

Abstract

The article contains the results of a comparative analysis of the image of Poland and Poles in the context of the coverage of two crises by mainstream French press: the migration and refugee crisis that Poland faced in 2021 and 2022. The research was carried out by analysing the content of articles published in the French press, treating the media as a source of image of a country. The research proved that the image of Poland struggling with migration and refugee crises was created in two ways: through the political activities of the government and its subordinate institutions, and through grassroots actions of citizens operating in groups, also informal, activating civil society. The results of the comparative analysis confirm that public institutions and entities forming civil society shape the image of the state in a different way, influencing its reputation and the migration as well as refugees issues play an important role in creation of the country's image.

Keywords

French press, image of Poland, image of countries, humanitarian and migration crisis

Streszczenie

Artykuł zawiera wyniki analizy porównawczej wizerunku Polski i Polaków w kontekście relacjonowania przez prasę francuską głównego nurtu dwóch kryzysów: migracyjnego i uchodźczego, z jakimi borykała się Polska w latach 2021 i 2022. Badania przeprowadzono metodą analizy treści artykułów opublikowanych w prasie francuskiej, traktując media jako źródło kreowania wizerunku kraju. Badania wykazały, że obraz Polski zmagającej się z kryzysami migracyjnym i uchodźczym kreowany był dwójako: poprzez działalność polityczną rządu i podległych mu instytucji oraz poprzez oddolne działania obywateli i grup, także nieformalnych, aktywizujących społeczeństwo obywatelskie. Wyniki analizy porównawczej potwierdzają, że instytucje publiczne i podmioty tworzące społeczeństwo obywatelskie w różny sposób kształtują wizerunek państwa, wpływając na jego reputację, a kwestie migracji i uchodźców odgrywają ważną rolę w kreowaniu wizerunku państwa.

Słowa kluczowe

prasa francuska, wizerunek Polski, wizerunek państw, kryzys humanitarny i migracyjny

JEL: D83, J15, F22, F50, F52

Introduction

In the period from September 2021 to March 2022, Poland struggled with the migration crisis on a section of its 418 km long eastern border which is, at the same time, the external border of

the European Union. Media reports indicate that the crisis was caused by the actions of the Belarusian side and was considered an act of state terrorism. Poland, neighbouring Belarus, was forced to manage the migration crisis on the border of the Schengen area (more in Wawrzusiszyn,

2022). Another crisis, this time a refugee crisis, broke out after February 24, 2022, in connection with Russia's attack on Ukraine and a wave of war refugees to Poland. Both events, taking place within several months, caused not only the need for the state to manage two different crises, but they also drew the interest of national and international media to the situation on the Polish-Belarusian border and the problem of refugees.

The article presents the image of Poland and Poles in French mainstream newspapers and magazines in the context of indicated humanitarian and migration crisis. The choice of the research subject was dictated by the fact that France is a country with polarized attitudes towards migrants. The last election campaigns of 2022 and the growing power of right-wing groups were the main reasons for analysing the coverage of Polish migration and refugee crises by the French mainstream press. The context of reporting on the migration crisis was particularly important, resulting from the declared interest of migrants in moving from the Polish border to Western Europe. The goal of the conducted research is to establish the image of the state and nation, created as a result of reporting socially and politically sensitive events, interpreted in specific contexts – polarized French political scene, and recognizing Poland as a state in which a democratically elected government is also considered to be violating the principles of the rule of law that can impact the image of Poland in press reports. The selection of the French press, whose published content was analysed, took into account varying political and social views with which each of the selected titles is commonly associated.

Concerning the goal of the research, a comparative analysis of the image of Poland and Poles shaped by opinions and evaluation of political and civic activity was conducted. It made possible to solve the research problem i.e. to determine what impact the actions of the government and citizens had on the image of the country and whether these actions created a coherent image of Poland in the French press. This finding also made it possible to answer the question about the role that non-political actors can play in shaping the image of a country while managing migration and refugee crises. In the article, the research was carried out using the method of analysis of the published content, by extracting descriptive elements regarding opinions and assessments of the activity undertaken by the state and its institutions as well as civil society entities. In the article, journalistic materials from selected six press titles (mainstream dailies and weeklies) were examined and fragments containing opinions and assessments of attitudes and behaviours of Polish

authorities as well as individuals and entities of civil society were obtained from them.

Research on countries' image is conducted from several scientific perspectives, such as international relations (public diplomacy and soft power), territorial marketing (state branding) and media research (analysis of country's image in mass media). This analysis focuses on the last perspective, taking into account also research on state branding in the context of migration.

The analysis is part of the current of research devoted to creating the image of the state and the role of the mass media in this process, conceptualizing migration and refugees as the contexts that determine the plane of analysis of the impact of both phenomena on the image of the state and nation.

Theoretical outlines of the subject

Ociepka (2002, p. 209), referring the definition of an image to the state, claims that it is an image that reflects how the subject is perceived by its own inhabitants and participants in international relations. Moreover, as Ociepka points out, "The image of the state and nation functions both in relation to institutions (authorities) and individuals, representatives of the nation. It arises in a complex environment, during the evolving process of information flow and various forms of communication, in which both private and public sources of information play an important role" (2002, p. 209). Gorbaniuk and Radman (2011, p. 78) point out that the image of a state is: "a network of internally related elements defining it from the observer's perspective, which can be operationalized through associations with a given state. It is subjective knowledge that is a synthesis of what we know about a country, including the emotions that accompany it." The authors of this definition emphasize that the source of the state's image can be both direct experience, i.e. the process of socialization, and the media and cultural message that consolidates information in the field of history and geography. Kotasińska and Karpińska-Olszewska (2018, p. 289) identify three main elements of creating the image of a state: the image of a country in the context of a structure or system, the image of a nation, and the image of a citizen. Stereotypes and self-stereotypes, both positive and negative, have an impact on shaping the last two elements. While stereotypes are relatively stable, resulting from the past, the image changes dynamically in effect of current events, and may also be subject to the process of purposeful and conscious creation. Stereotypes, especially from the perspective of analysing of

third countries' and their citizens' image, usually distort the image in relation to the objective state, focusing on negative, stigmatizing elements. Dašić (2015) treats communication as an attempt to eliminate negative stereotypes and discrimination, and to create a positive image and a desired reputation in the world.

The concept of state image usually appears in the context of territorial marketing analyses, but not only. It is also a term referred to in national marketing, which Rosół (2019, p. 69) defines as: "a strategic approach to building the country's image on the international arena, which is a permanent element of foreign policy and conscious regulation of government representatives. All this is the result of the progressing globalization process and growing competition, which brings the country to the level of a brand that needs to be taken care of and promoted in order to be properly perceived by tourists, investors and politicians."

National marketing concerns the concept of a nation and, recognizing each nation as a brand, makes it necessary to care for its image on the international political scene (O'Shaughnessy & O'Shaughnessy, 2000). Countries, understandably, strive for a positive image, which at the same time affects the level of credibility of the country and builds its reputation, considered to be an effect of a properly built image. Dalton and Croft (2003) point out that reputation is something that has to be earned, therefore it is a long-term effect of a positive image. Mercer (1996) emphasizes that a country's reputation is described by people's collective beliefs about its image and the identity they represent. Reputation, therefore, allows us to predict future behaviour, both of countries and their citizens. The long-term positive image of the state, creating the desired reputation, influences the level of trust, and this translates not only into foreign investments or the development of tourism, but also allows you to exert influence through the mass media and, in recent years, through mediated communication channels. Although attention is paid to the phenomenon of the necessary interdependence of perception and self-perception (in the opinion of citizens) of the image of the state, the coherence of creating the image of the state is also subject to research. As Grzywacz (2020, p. 92) proves, to study the image coherence: "is important in examining the effectiveness of foreign policy, which is most often carried out by verifying the declared goals and the degree of their achievement (as well as the means and methods of achieving them)." As she continues: "The coherence of the image is shaped on the basis of the created image (foreign policy objectives, elite narratives) [...], as well as the absence of competing narratives." By the same reasoning *a contrario*, it can be assumed that the existing

discrepancies, including those concerning different narratives, based on different goals and values, may have a negative impact on the image of a state.

The importance of foreign media in building the image of the state is emphasized, but also in the promotion of diverse images of the same country by these media. Jain and Winner (2013, p. 110), referring to several studies, confirm that individuals obtain information about a given country from the media. One of the important trends that developed on the basis of the analysis of media coverage is country images' research in third countries (Ociepka et al., 2009; Wang, 2013; Piechota, 2015; Surowiec, 2016; Dolea, 2018; Surowiec & Kania-Lundholm, 2018; Bobyleva & Prokazina, 2018; Kos et al., 2020). Such analyses, taking into account the activities of politicians and non-political actors, make it possible to study how representatives of third societies perceive other states and nations.

Neoliberalism, treating the global market as a space of clash of various entities, not only governments and corporations, but also non-governmental organizations, activists, artists presenting analyses of global phenomena, contributes significantly to the promotion of countries and nations, thus influencing the phenomenon of visibility, where an important role is played by the media. Research dedicated to the nation branding indicated six main factors as an important influence on the country image. Among them the following were highlighted: business and marketing, political, social and cultural, economic and labour, international and environmental factors (Rojas-Méndez & Khoshnevis, 2023). Vecchi et al. (2020) drew attention to the role of the national brand building campaign in creation the awareness of decision-makers. They were given the opportunity to implement conscious nation-branding campaigns not only abroad, but also to strategically solve important domestic problems by engaging domestic stakeholders. In relation to internal country branding targeting citizens, branding should be conducted first with their citizens and then overseas, in order to generate positive emotions in people. Indicated conclusions were confirmed by Dolea et al. (2021), who conducted research on the role of mass media in building a nation brand during the campaign before the "stop mass immigration" referendum in Switzerland. The researchers confirmed: "The dominant perpetuation discourse strategies used by media have contributed to the construction of the image of Switzerland as a threatened country, at both national identity and strategic country image levels. In other words, media have augmented the idea of a deep internal divide and fracture in Swiss society that has consequently weakened Switzerland's international position and status."

New actors are actively looking for opportunities to gain a competitive advantage that will allow them to impose themes on agenda setting, so that the media (including social media) become key networks and the primary sources of news and images reaching people's minds (Castells, 2004). Research conducted by Kunczik (1997) analyses the importance of images of nations in international relations. One of the basic assumptions he has made is that the behaviour of states differs from the behaviour of individuals. The analysis of the attitudes and behaviour of political and non-public actors, which include entities operating formally or new social movements activated around cultural and social issues, which are important image-wise, shows growing differences. Among them, there is the inclusive nature of activities in the field of public diplomacy, influencing the image of states and nations, as pointed out by Wang (2006), communication processes as those which, especially at the lowest level, are most effective in building understanding and mutual relations. Information disseminated via the mass media demonstrates the ability to create images and, with the use of symbols, also to construct communication environments. This influences the way the content is received, determines its credibility and provides the context essential for the reception and processing of information. The media perspective in research of country images has been growing more popular in recent years, activating new actors shaping the images of the state and nation (Özdemir, 2020).

Methodology

Taking into account the above theoretical considerations, the research methodology takes into account how the activities of Polish politicians (understood as the government and its subordinate institutions) and the activity of non-political entities are reported in the French press. The content of news items, i.e. pieces of information published in various journalistic forms and telling a specific story, was analysed (some articles were reporting pieces in which the focus was directly on reporting specific migrants' or refugees' fate). The purpose of the analysis was to determine the terms the mainstream French press used to describe the activities of Poland (understood as the government and public institutions – author's note) and Poles (understood as civil society – author's reminder). This made it possible to achieve the research goal,

i.e. a comparative analysis of the impact of crisis management on the image of Poland. Opinions formulated by the interlocutors quoted in the news items and assessments issued directly by the author of the text were taken into account in the study. This made it possible to identify how editorial offices, using specific statements, constructed the image of Poland, thus influencing the image of the state in the context of managing migration and refugee crises. The research made it possible to explain the research problem – whether state and non-state entities construct a coherent image of the state, operating in an interdependence.

The selection of news items adopted for the content analysis consisted in manually searching for publications in electronic editions of the researched titles through keywords. In the case of the migration crisis (keywords: migrants in Poland, Polish-Belarusian border, migration crisis in Poland), regarding the refugee crisis (refugees in Poland, war in Ukraine, refugee crisis in Poland). A certain number of articles was selected in the process (their number and division are presented in Table 2). The news items adopted for the analysis were of different nature: news articles, reports, Agence France-Presse (AFP) dispatches.

Two hypotheses were adopted in the research:

- H1: The image of Poland in the French mainstream press is a derivative of differently assessed activities undertaken by the government and its subordinate institutions, as well as the activity of civil society. Interdependence does not occur, collective entities (the authorities and civil society) act independently, achieving different goals.
- H2: The dissimilarity of actions leads to the creation of an image dualism resulting from negative perception of the Polish government as an entity violating the principles of the rule of law, with a simultaneous strong and active civil society, which has an ambivalent effect on Poland's reputation.

In order to confirm or reject the adopted hypotheses, the following research questions were formulated.

- RQ1: What terms, opinions and statements defining the government, Poles and civil society groups were used in the published content?
- RQ2: Did the analysed content differ due to the different socio-political orientations of the French press? If so, what differences were found?
- RQ3: What image of the Polish government and Polish civil society has been created as a result of the published content?

Table 1. List of press titles selected for research

Title	Circulation	Social and political orientation
Le Monde	360,000	right-of-centre
Liberation	130,000	leftist (centre-of-leftist)
Le Figaro	430,000	right-of-centre
Le Point	350,000	liberal
L'Obs	525,000	left-of-centre
L'Express	540,000	centrist

Source: own study based on data provided by press titles.

Table 2. The number of news items analysed for each press title

The number of news items	Refugees/war in Ukraine	Migrants/refugee crisis
Le Monde	17	14
Le Figaro	14	12
Liberation	13	10
L'Express	12	13
L'Obs	10	21
Le Point	11	15
Total number of articles	77	85

Source: own study.

The articles accepted for the research came from six mainstream French press titles – three dailies and three weeklies – distributed throughout the country. Table 1 illustrates the circulation and political orientation of the press titles selected for analysis.¹

The research analysed a total of 162 news items published in the press in the period from September 2021 to May 2022, which coincided with the periods of outbreak and intensification, first of the migration crisis, and from February 2022 also of the refugee crisis. Table 2 presents the division of the published content into press titles and according to the subject matter.

46 out of 162 news items published in online versions of press titles contained opinions formulated by interlocutors and assessments issued directly by the author. Titles of news items (46) are available in Annex 1.² The research results presented in Tables 3–6³ contain opinions and statements that were included in the published texts at least once.

Repeated statements were omitted, the research did not involve quantitative measurement and the number of repetitions that appeared in subsequent texts did not matter for the result of the analysis. The following terms, assessments and opinions constitute original excerpts from the analysed texts translated into English, which were analysed in each of the researched titles.

The study identified two limitations that may potentially affect its results. The first limitation stems from the use of electronic versions of articles and content search engines available on the websites of press titles. Thus, some journalistic materials that were published only in paper versions may have been omitted and not all journalistic materials may have been made available through search engines. Another limitation was the need to translate the fragments of press materials quoted in the tables from French into English, which could cause some content to be lost in translation.



Findings

Poland's image shaped by the Polish government and public institutions

The analysis of the content published in the daily newspapers allowed for the identification of opinions formulated towards the Polish government and its subordinate institutions, at the same time revealing their decidedly negative nature. Opinions focus on recognizing Poland as a state where power is entrusted to a conservative and right-wing government (the notion of nationalist government is also used in news items), which violates human rights, reluctantly cooperates with civil society, the actions it undertakes are unfortunate in the face of a conflict, although, as *Le Monde* notes, Poland's international position has undoubtedly improved as a result of the military operations that are carried out in Ukraine. The improved international position results, for example, from the fact that various aid is organized from the territory of Poland, as a country bordering Ukraine, or that NATO troops are relocated to the border areas. The above list clearly shows that the opinions about Poland are negative in the context of the analysis of actions taken by the government and its subordinate entities. The unfavourable image of Poland results from both the literal critical statements, such as the "nationalist government", and general context in which the actions taken on the orders of the Polish authorities are presented. It should also be emphasized that negative opinions were formulated across all titles, regardless of their political and social orientation.

In the case of opinions expressed in weekly magazines, there are exceptions to the terms used by journalists and to the expressions creating the context of the news item. *L'Express* presented more resolute and negative opinions on the activities carried out by the Polish government, whereas the other two weeklies offered a more balanced line, conveying both positive and negative opinions (Table 4). This difference may result from different socio-political orientations of weekly magazines and the fact of using other journalistic forms – reporting or opinion pieces, encouraging more diverse and contextual opinions.

Poland's image created by Poles and civil society entities

The image of Poland built as a result of the activity of Poles and actions undertaken by civil

society entities is rather positive. Both as regards the expressed opinions or the terms used, e.g. "humanitarian festival", "Poles are extraordinary", "solidarity with Ukrainians", the image of Poland was created with citizens who are capable of empathy, self-organization, selfless help and even sacrifice for migrants and refugees. When distinguishing between the attitudes of Poles towards refugees and towards migrants, in both cases rather positive opinions can be observed, although the circumstances that justified the positive activity were also indicated (according to *Le Monde*: Poles rehabilitate themselves for not helping refugees in 2015 or Poles help migrants, knowing that they do not intend to stay in Poland). *Le Monde* also described the suspicions of discrimination and racism among Poles that were supposed to take place in the case of refugees from Ukraine of a different skin colour or nationality.

In the case of weeklies, opinions on the activity of Poles and civil society entities are much more extensive and focused on the description of specific cases of people or organizations involved in helping refugees and migrants. These opinions, as in the case of those quoted in the dailies, are not unequivocally positive (e.g. *L'Express* pointed to the problem of discrimination against Ukrainian Roma), but the described situations and the context in which the stories were written took a positive dimension. Two issues attract attention. The first is Poles distancing themselves from politics – politics is perceived unambiguously negatively. The second is help, even in situations that raise significant problems in Poland, such as abortion, which is regulated by much more restrictive provisions than in other EU countries. *L'Obs* (centre-left orientation) drew attention to the involvement of non-governmental organizations helping Ukrainian women who were raped by Russian soldiers. Such women receive help without having to prove that the pregnancy resulted from rape. As in the analysis of the opinions formulated in the dailies concerning the activities of the Polish government, in the case of opinions published in weeklies, the socio-political orientation of the titles is slightly more noticeable, e.g. by mentioning or avoiding certain topics.

Discussion and conclusion

Migrations (including refugeeship) are complex phenomena that affect the image of both the country of origin and the host country, while at the same time it is necessary to indicate many areas that can be taken into account when shaping the image of the country. Focusing on the



importance of mass migration in creating the image of the host country, Tolay (2016) analysed the situation in Turkey, which has taken in millions of Syrian refugees since 2011, and emphasizes that managing such a crisis has a symbolic dimension for the status of the host country. Taking in a large number of refugees can either increase the perceived power of the host, creating the image of a strong state, or weaken the perceived power, presenting the image of a weak state, unable to control its borders. Another research, conducted by Yousaf, Tauni and Xiucheng (2021), also points to correlation between traditional country image debate and migration discourse. The sources of migration should be search on the image of the country (the home country and the migrant country). A different concept of an indirect impact of migration on the image of the state is presented by Pagogna and Sakdapolrak (2021), who conducted a meta-analysis of scientific publications that appeared between 2010–2020 and concerned information campaigns carried out by selected EU countries to prevent illegal migration and also the related phenomenon of human trafficking. However, these campaigns, based on informing about the threats for potential migrants and refugees, and highlighting the difficulties they may encounter in the destination countries (promoting the image of countries as places unfriendly to migrants, with unfavourable immigration policy, adaptation difficulties, cultural differences) are burdened with significant performance deficits. They do not include e.g. the knowledge and awareness of migrants, their sense of identity, asylum claims. There is also an ethical issue that researchers point to, namely the implementation of deterrence policies by states, which may affect not only economic migrants, but also refugees who are entitled to international protection. Such actions were also taken by the Polish authorities during the crisis on the border with Belarus, which aroused social resistance, while at the same time activating local civil society and non-governmental organizations.⁴

Migrations are a plane that determines both opportunities and threats for the creation of the image of countries and, in the long term, their reputation. The clash of different points of view, resulting from different values, and then the activation of various collective entities, including the mass media, and the organization of bottom-up campaigns with the use of mediated communication services, in fact means the existence of different images of the state in the public space, which often contribute to the deepening of internal social and political polarization. Thus, the image dualism of Poland confirmed in the

research, which arose as a consequence of the coverage of both crises by the French mainstream media, is not a rare phenomenon, but rather a derivative of a strongly polarized approach to socio-political problems, including those resulting from migration (more: Verkuyten et al., 2018).

As Duszczek (2022, p. 69) observed while analysing the same events, i.e. the crisis on the border with Belarus and the influx of war refugees from Ukraine, the status of Poland has changed: "The crisis caused by the regime of Alexander Lukashenko on the Polish-Belarusian border and, above all, the reaction of society to the influx of war refugees from Ukraine, fundamentally changed the image of Poland among the public opinion around the world. It is very positive right now. (...) Therefore, one can risk saying that suddenly an opportunity arose to use the migration crisis to improve the image of Poland."

At the same time, Duszczek (2022, p. 66) emphasizes that the influx of war refugees from Ukraine, on the one hand, showed "an unprecedented social response to help, but on the other hand, it exposed weaknesses of the state which largely remained passive". The impact of migration on the state's image can change dynamically. Mass media, including those having an international reach, will react in an equally dynamic way to the new circumstances. It is enough that there are problems with migrants and their presence in public space (the phenomenon of begging, homelessness, crime). This means that the impact of migration on the image of the state, and in the longer term also on its reputation, does not end with the issue of managing the increased influx of migrants, but also dealing with the challenges related to their stay in the host country. It should be concluded from this that migrations will become an increasingly important criterion influencing the creation of the image of Poland, in the long run also affecting the reputation of the state. Migrations are accompanied by emotions, treated as a tool for creating public opinion in media messages (Lanmann et al., 2019; Strömbäck et al., 2021; Dennison, 2023). The thesis about the potential of even one piece of information being able to significantly influence the media framing of migration and refugee issues was examined by Klein and Amis (2021), who determined the impact of a specific photo (the dead body of 3-year-old Alan Kurdi lying on the beach) on media behaviour and framing migrant content. An analysis of articles published in ten British newspapers showed that the photo in question increased the number of publications, changed emotions and their level of intensity, as well as the

language used. Klein and Amis point out: "In the migrant frame, 'disgust' disappeared completely, 'anger' and 'fear' were significantly degraded, and the use of dehumanizing language was almost eradicated. (...) Furthermore, the shift in emotional intensity was accompanied by a change in language as emphasis was placed on specific events, people, and organizations". The research findings make it possible to formulate two conclusions. The first one is that emotions and their intensity play an increasingly important role in building content by the mass media in the context of reporting on migration or refugee crises. The second one is the statement that even a single fact with a strong emotional impact can significantly affect the content of the message and, consequently, the image of countries. The impact of individual facts on the framing of the message is of a temporary nature and the reporting of facts also depends on the attitudes of entities involved in shaping the migration policy. The described phenomenon of framing content by directing emotions is also noticeable in the research reported in the article. The fact that influenced negative assessment of the Polish government and its subordinate entities was the restriction of the right to stay in the border zone with Belarus for journalists and humanitarian organizations. The daily *Le Monde* mentioned the entry ban in 6 journalistic texts, linking the lack of access with acts of violence used by the army against journalists. The emotions around which the message was built resulted from the limited access of journalists to the area covered by the state of emergency, but also from the inability of the entities appointed to provide humanitarian aid.

The conducted research confirmed both the adopted hypotheses. Poland's reputation resulting from the opinions formulated in the French mainstream press is different in terms of actions taken by the Polish government and civil society. There is no interdependence, because collective entities (the government and its bodies and civil society entities) operate independently, setting themselves different goals and focusing their activity on different values. This creates image dualism that influences the perception of Poland. This dualism is particularly evident in the coverage of the migration crisis. When referring to the values it should be emphasized that even those objectively positive values that were raised in the analysed news items in favour of the actions of the Polish government (security – protection of the Schengen area's borders against the flood of migrants; solidarity – gaining Brussels' support for actions towards Belarus) were dominated in the confrontation with global values, such as human life, human rights, including dignity represented by representatives of the civil society in their

activities. In this area of analysis, the axiological disproportion between the values represented by the government (security of the nation and protection of the territory of the state along with its borders) and the values important for civil society – human rights, protection against violent actions of state institutions, universal humanitarian values, was particularly visible. Reporting the refugee crisis internationalized the antagonisms existing in Poland between the government and local government units managed by opposition politicians, NGOs and human rights defenders. The reputation formed as a result of reporting on the polarized Polish political and social reality resulted from the juxtaposition of such values as cooperation, solidarity, sacrifice (represented by Poles and civil society entities) with government bureaucracy, the lack of effective management of the refugee problem and reluctance to cooperate with civil society entities.

The research did not confirm that the manner of reporting by the French press was significantly diversified, taking into account the criterion of socio-political orientation of individual press titles. Differences appeared in terms of the list of opinions published in dailies and weeklies, in the latter the opinions were more varied and resulted both from the socio-political orientation of the press title and the journalistic forms used. Such a diversity of opinions, however, was only noted when it comes to reporting on the activities of the Polish government. Regarding the activity of civil society, the opinions were consistent and definitely positive.

The government and its subordinate institutions, through bureaucratic activities, at times inconsistent with EU law and general humanitarian principles, have created the perception of Poland as an oppressive state, evoking social disagreement within its own nation, and activating civil society to act in opposition. The research confirmed the dissemination of civic attitudes in Poland resulting from sharing civic values and not only cultural values that create the national community. Disclosed civic attitudes, which are the source of activities different from those carried out by the state, confirm the importance of non-state actors in the processes of creating the image of Poland. The activities and attitudes of the Polish society, particularly in the context of support for Ukrainian refugees, have been noticed in the world. CNN, the global television channel indicated 23 countries which should be visited in 2023. Poland was ranked first with a recommendation to come with solidarity support to the country which helped millions of refugees. This indicates that the attitude towards migrants or refugees affects the image of the host country and may be one of the sources of building the image of the state.

Notes/Przypisy

- ¹ <https://www.bbc.com/news/world-europe-17299010>; <https://encyklopedia.pwn.pl/haslo/Francja-Srodki-przekazu;4574119.html>; <https://pl.ambafrance.org/Media-francuskie> (access: 20.05.2024).
- ² Access: https://drive.google.com/file/d/1IMdewVvV_KzHg0A0hQDL9NzETCmb0Y7Y/view?usp=sharing
- ³ Access: <https://drive.google.com/file/d/1zvnfzMk5XVBbywGTUm3FR8-BjUhQPhFA/view?usp=sharing>
- ⁴ Research on the image of Poland and Poles was also conducted in the Polish opinion-forming press of various political orientations. The results obtained in the study are similar with how the French press covered both crises. More in: Leśniczak, 2023; Wezgraj, 2023.

References/Bibliografia

- Bobyleva, N., & Prokazina N. (2018). *The image of Russia in the foreign press*. XIX ISA World Congress of Sociology Power. Violence and Justice: Reflections, Responses and Responsibilities. Toronto, Kanada.
- Castells, M. (2004). *The Network Society: A Cross-Cultural Perspective*. Edward Elgar Publishing.
- Dalton, J., & Croft, S. (2003). *Managing Corporate Reputation: The New Currency*. Thorogod.
- Dašić, D. (2015). Cinematography as a tool of creating negative stereotypes about the Serbs. *Sociološki pregled*, 49, 25–46.
- Dennison, J. (2024). Emotions: Functions and significance for attitudes, behaviour, and communication. *Migration Studies*, 12(1). 1–20. <https://doi.org/10.1093/migration/mnad>
- Dolea, A., Ingenhoff, D., & Beju, A. (2021). Country images and identities in times of populism: Swiss media discourses on the 'stop mass immigration' initiative. *International Communication Gazette*, 83(4), 301–325. <https://doi.org/10.1177/1748048520913462>
- Dolea, E. A. (2018). The impact of migration on the construction of Romania's country image: Two intersecting public problems. In: C. Beciu, M. Ciocea, I. D. Madroane & A. I. Carlan (Eds.), *Debating Migration as a Public Problem: National Publics and Transnational Fields* (83–98). Peter Lang.
- Duszczyk, M. (2022). The immigration as a factor of the status change of Poland. *Studia Socjologiczno-Polityczne. Seria Nowa*, 1(16), 57–72.
- Gorbaniuk, O., & Radman, D. (2011). Struktura wizerunku kraju i jej pomiar. *Studia Socjologiczne*, 4(203), 75–94.
- Grzywacz, A. (2020). (Nie)spójność wizerunku Indonezji: Strategiczna narracja i działania w polityce zagranicznej. *Athenaeum Polskie Studia Politologiczne*, 65(1), 89–102.
- Klein, J., & Amis, J. M. (2021). The dynamics of framing: Image, emotion, and the European migration crisis. *Academy of Management Journal*, 64(5), 1324–1354. <https://doi.org/10.5465/amj.2017.0510>
- Kos Kavran, A., & Herman, D. (2020). Branding a country as a desirable touristic destination – case of Croatia. In: M. Radiković, & N. Perić (Eds.), *Brendiranje država i nacija, mogućnosti i implikacije*, (117–144). Univerzitet Union – Nikola Tesla.
- Kotasinska, A., & Karpińska-Olszewska, J. (2018). Wizerunek jako element smart power Polski? *Przegląd Naukowo-Metodyczny Edukacja dla Bezpieczeństwa*, 3(40), 287–296.
- Kunczik, M. (1997). *Images of Nations and International Public Relations*. Lawrence Erlbaum Associates.
- Landmann, H., Gaschler, R., & Rohmann, A. (2019). What is threatening about refugees? Identifying different types of threat and their association with emotional responses and attitudes towards refugee migration. *European Journal of Social Psychology*, 49(7), 1401–1420. <https://doi.org/10.1002/ejsp.2593>
- Leśniczak, R. (2023). Wizerunek kryzysu migracyjnego na granicy Białorusi z Unią Europejską w „Gazecie Wyborczej”, „Rzeczpospolitej” i „Dzienniku Gazecie Prawnej” w perspektywie framing analysis. *Forum Lingwistyczne*, 11(2), 1–18. <https://doi.org/10.31261/FL.2023.11.2.06>
- Mercer, J. (1996). *Reputation and International Politics*. Cornell University Press.
- Nye, J. S. (2004). *Soft Power: The Means to Success in World Politics*. Public Affairs.
- O'Shaughnessy, J., & O'Shaughnessy N. J. (2000). Treating the nation as a brand: Some neglected issues. *Journal of Macromarketing*, 1, 56–64.
- Ociepka, B. (2003). *Komunikowanie międzynarodowe*. Astrum.
- Ociepka, B., Łada, A., & Cwiek-Karpowicz, J. (2009). Wzajemny wizerunek polityki europejskiej Polski i Niemiec w okresie napięć – analiza porównawcza prasy polskiej i niemieckiej. *Media Studies*, 1(36), 11–27.
- Özdemir, E. (2020). How is a country image and identity construction reflected via discourses in press? In: S. Kir (Ed.) *New Media and Visual Communication in Social Networks* (60–69). IGI Global.
- Pagogna, R., & Sakdapolrak, P. (2021). Disciplining migration aspirations through migration-information campaigns: A systematic review of the literature. *Geography Compass*, 15(7), 1–12.
- Piechota, G. (2015). Promoting the image of a country in the international arena. Case study: Taiwan. *Global Journal of Advanced Research*, 2(10), 1634–1644. <http://hdl.handle.net/11315/5353>
- Rajul, J., & Winner L. H. (2013). Country reputation and performance: The role of public relations and news media. *Place Branding and Public Diplomacy*, 9, 109–123.
- Rojas-Méndez, J. I., & Khoshnevis, M. (2023). Conceptualizing nation branding: The systematic literature review. *Journal of Product & Brand Management*, 32(1), 107–123. <https://doi.org/10.1108/JPBm-04-2021-3444>
- Rosół, K. (2019). National image, media discourse – Poland and Ukraine. In: M. Apollo, & M. Krupska-Klimczak (Eds.), *Poland and Ukraine: Problems and Prospects* (67–80). Wydawnictwo Naukowe Uniwersytetu Pedagogicznego.
- Strömbäck, J., Meltzer, C. E., Eberl, J. M., Schemer, C., & Boomgaarden, H. G. (Eds.). (2021). *Media and Public Attitudes Toward Migration in Europe: A Comparative Approach*. Routledge.
- Surowiec, P. (2016). *Nation Branding, Public Relations and Soft Power: Corporatising Poland*. Routledge.
- Surowiec, P., & Kania-Lundholm, M. (2018). Branding Poland online: Propagating and resisting nations branding on Facebook. In: P. Surowiec, & V. Stetka (Eds.), *Social Media and Politics in Central and Eastern Europe* (160–181). Routledge.
- Tolay, J. (2016). *Mass migration and images of state power: Turkey's claim to the status of a responsible rising power*. <https://risingpowersproject.com/mass-migration-images-state-power-turkeys-claim-status-responsible-rising-power/> (access: 18.01.2023).
- Vecchi, A., Sirimal Silva, E., & Jimenez Angel L. M. (2020). Nation branding, cultural identity and political polarization – an exploratory framework. *International Marketing Review*, 38(1), 70–98. <https://doi.org/10.1108/IMR-01-2019-0049>
- Verkuyten, M., Mepham, K., & Kros, M. (2018). Public attitudes towards support for migrants: The importance of perceived voluntary and involuntary migration. *Ethnic and Racial Studies*, 41(5), 901–918. <https://doi.org/10.1080/01419870.2017.1367021>
- Wang, J. (2006). Localising public diplomacy: The role of sub-national actors in nation branding. *Place Brand Public Diplomacy*, 2, 32–42.
- Wang, J. (2013). *Shaping China's Global Imagination. Branding Nations at the World Expo*. Palgrave Macmillan.
- Wawrzusiszyn, A. (2022). The migration crisis on the Polish-Belarusian border and its influence on the safety of Poland. *Nowa Polityka Wschodnia*, 2(33), 45–65.

Wezgraj, J. (2023). Wróg u bram. Analiza dyskursu medialnego w portalu wPolityce.pl (18 sierpnia – 6 września 2021) na temat obozowiska uchodźców w Usnarzu. *Acta Politica Polonica*, 55, 5–22.

Yousaf, S., Tauni, M. Z., & Xiucheng, F. (2021). Migration intentions: A sign of a weak nation brand? A multi-group analysis between China and Pakistan. *Journal of Product & Brand Management*, 30(2), 262–280. <https://doi.org/10.1108/JPBM-02-2019-2278>

Dr hab. Grażyna Piechota, prof. KAAFM

Lawyer, doctor of humanities in the field of sociology, habilitated doctor of social sciences in the discipline of social communication and media science. Employee of the Institute of Social Communication and Media at the Faculty of Management and Social Communication of the Andrzej Frycz Modrzewski Krakow University. She specializes in issues of civil society, political communication and new media. Author of monographs and editor of collective works devoted to social, political and cultural aspects of communication and public relations.

Dr hab. Grażyna Piechota, prof. KAAFM

Prawniczka, doktor nauk humanistycznych w dziedzinie socjologii, doktor habilitowany nauk społecznych w dyscyplinie nauki o komunikacji społecznej i mediach. Pracownik Instytutu Komunikacji Społecznej i Mediów na Wydziale Zarządzania i Komunikacji Społecznej Krakowskiej Akademii im. A. Frycza Modrzewskiego. Specjalizuje się w zagadnieniach społeczeństwa obywatelskiego, komunikacji politycznej i nowych mediów. Autorka monografii i redaktorka prac zbiorowych poświęconych społecznym, politycznym i kulturowym aspektom komunikowania i public relations.

NOWOŚĆ



MARCIN GĘBAROWSKI

KOMPENDIUM WIEDZY O TARGACH I WYSTAWACH

Książka – pierwsza taka na polskim rynku wydawniczym – ujęła kompleksowo aktualną wiedzę o targach i wystawach. Na publikację składa się ponad 500 haseł – kluczowych dla zrozumienia istoty współczesnych wydarzeń wystawienniczych, skutecznego ich wykorzystywania w działalności marketingowej, zajmowania się nimi z perspektywy edukacji targowej i w ramach badań naukowych.

Strony książki wypełniają opisy pojęć i przykłady odnoszące się do szeroko rozumianego wystawiennictwa. Są to zarówno hasła tradycyjnie kojarzone z targami, jak i takie, które nawiązują do aktualnych warunków funkcjonowania wydarzeń wystawienniczych, w tym m.in. wpływu, jaki wywarł na nie rozwój cyberprzeobrażeń. Na opracowanie składają się także wyjaśnienia nowych pojęć, które nie pojawiły się jeszcze w polskiej literaturze poświęconej targom. Przedstawiono terminy odwołujące się do historii targów i wystaw, te dotyczące uwarunkowań prawno-etycznych aktywności wystawienniczej, jak również zjawisk będących obecnie najważniejszymi wyzwaniami przemysłu targowego. Czytelnicy odnajdą tu także hasła związane z konstrukcjami i budową stoisk oraz zapoznają się z charakterystyką najważniejszych trendów w wystawiennictwie. W zwięzłej formie opisano wiodących operatorów targowych w Polsce oraz liczne organizacje branżowe integrujące sektor wystawiennictwa na różnych szczeblach. Oprócz odniesień do targów uwzględniono terminy dotyczące wystaw gospodarczych i wystaw światowych.

Treść książki to efekt pasji autora. Ponad dwie dekady wypełniły mu dziesiątki wyjazdów na targi w Polsce i poza granicą, setki rozmów z wystawcami i organizatorami imprez, tysiące obejrzanych prezentacji targowych. Zamierzeniem autora było przybliżenie tematyki targów wszystkim osobom, które chcą poszerzyć wiedzę z zakresu wystawiennictwa. Mogą to być zarówno akademicy, jak i uczniowie oraz studenci. Książka zyska również uznanie w oczach praktyków, gdyż pozwoli im usystematyzować wiedzę i znaleźć inspirację.

Więcej informacji na stronie www.pwe.com.pl