

EURONEWS AS A TOOL FOR THE FORMATION OF EUROPE'S IMAGE

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Abstract

The ongoing political and economic transformations affect the image of Europe: the economic crisis, Brexit, the migration crisis, the Russian-Ukrainian war and other events are a challenge to the image of Europe. Euronews, being Europe's leading TV channel, is used as a tool to shape Europe's image by demonstrating European democracy, unity, identity and values.

This article presents interpretations of the term 'regional image', analyzes the regional image of Europe, the role of the media and, in particular, of Euronews in shaping the regional image, and also presents the results of a content analysis of the channel's live broadcasts and publications of the official Euronews website. The study clearly demonstrates how Euronews uses the techniques of repetition, exclusion, framing, agenda setting, and the context of the Russian-Ukrainian war to shape the image of Europe in line with the main goals of the EU.

This article proposes the features of creating content for the regional image of Europe for the news television broadcast Euronews, scientifically argued from the perspective of communication theory, and examines the features of preparing journalistic material for broadcast.

Keywords: Euronews, regional image, European values, convergent media text, repetition, exclusion, framing, agenda setting, Russian-Ukrainian war.

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Introduction

Geopolitical changes have a significant impact on the image of various regions, including European territory. The formation of the regional image is influenced not only by the local public but also by the publicity in different regions.

The mass media remains the primary means of regional communication, despite undergoing significant technological changes over time. It becomes convergent and continues to play a unique and crucial role in the dissemination and transfer of information.

The regional image of a place is formed by various factors such as traditions, stereotypes, and mass media which shape the public perception of that region. Each region has its own unique set of characteristics. Euronews reports on Europe's and World news from a European perspective, using various techniques such as repetition, agenda-setting, and framing.

This article aims to analyze Euronews news releases, to study how the news blocks shape the regional image of Europe, addressing the information products centered on political issues. Fulfillment of these tasks will allow us to more clearly understand the processes of formation of the regional image of Europe by Euronews and the development of political journalism.

The concept of regional image

The term 'region' can be interpreted in various ways, encompassing multiple understandings and perspectives. It may refer to geographic space, economic interaction, institutional competence, or by other social and cultural characteristics (Van Langenhove 2013). According to American political scientist J. Nye, region is a limited number of states that are geographically connected and interdependent (Nye 1968). From a sociological perspective, the region is a complex interplay of political, economic, ecological, cultural, and mentality-related factors, which allow regions to be interpreted according to various concepts, and considered as a set of air-geographical area and transnational political economy (Radulović et al. 2015, 72-73). In the process of regional integration, the main criterion for membership is the geographical factor, but integration is also related to the following criteria: number of countries in the region, religion, language, culture, and functional criteria (for instance, the activities of the Council of Europe focus on human rights and the rule of law) (Behr and Jokela 2011, 7).

Pankrukhin suggests that the image of the region can be defined as a collection of emotional and rational concepts that arise from comparing various signs, human experiences, and stereotypes within a region. These factors heavily influence the formation of the image of that region (Stroev et al. 2020; Ergunova 2017). Additionally, Vazhenina offers a similar approach: "The image of the region is a set of people's beliefs, the formation of which is determined by the climatic, historical, socio-economic, political, and moral characteristics of the particular region" (Vazhenina 2006, 49-57).

According to Kotler, the regional image encompasses the beliefs, ideas, and impressions people have about the region (Kotler 2014). Therefore, same region can

have several different images, resulting in multiple perceptions and behaviors addressing the same image (Zimmerbauer 2011). This approach emphasizes the subjectivity of the perception of regional image (Kotler and Caslione 2009).

Summarizing these definitions, the regional image can be characterized as a set of individual and collective ideas. Individual perception depends on the experience of a certain individual in a given region (for example, living, visiting tourist places, doing business, etc.). Collective perception is a public opinion about the region, which can be formed, for instance, through the media.

Social and non-social components of the regional image have to be differentiated. The non-social components include geographic location, climate, sightseeing, and all regional characteristics that exist independently of the society that resides there. The social characteristics of the region include cultural and socio-economic characteristics. Cultural traits encompass the advancement of science and education, architecture, history, cultural attractions, sports, and socio-cultural events, as well as spirituality, customs and traditions. The socio-economic factors include the infrastructure (transportation, consumption, etc.), the quality of life (life support, environmental conditions, etc.) and the work of the state institutions (including criminal, legal, and other activities) (Ergunova 2017, 19-23).

The activity of political leaders plays a significant role in shaping the regional image. The image of politicians greatly affects the image of the region or the country, and mass media is one of the main means of their image making. The image of a politician is, foremost, based on his/her real qualities, but some qualities can be emphasized in appropriate situations, and others, on the contrary, can be relegated to second place (Dubova 2016).

Thus, the regional image is a set of ideas with a complex structure, which is formed on the basis of political, economic, social, geographical and other characteristics. All of them complement each other and have a great influence on each of them, as the processes carried out in the region are largely related to the population and their activities.

The image of Europe

Democracy has continuously expanded its influence in Europe since the time of the Roman Empire, becoming the most important of European forms of government. During the Renaissance, Europe became prominent for the creation of printing (1445), more attention was devoted to education, art, architecture, and the development of science (ESPON/EU. 2012, 20-24). The Industrial Revolution initiated economic development in the European region, which greatly affected the regional image of Europe. European technological and scientific successes spread beyond Europe and initiated the formation of a new regional image. In the 20th century the First World War and the Second World War were the challenge for the whole world, including Europe, and after this period Europe entered a new phase of development as a region.

Europe as a geographical region includes 45 states, but not all states are members of European institutions and organizations, which is mainly due to political and economic factors. As of April 2023, the EU consists of 27 European states, and there are 8

candidate countries: Albania, Bosnia and Herzegovina, Moldova, Montenegro, North Macedonia, Serbia, Türkiye and Ukraine. These states still do not meet the EU membership criteria¹. The criteria defined by the EU for the regional image of Europe are as follows: 1) competitiveness and stability, 2) territorial and social cohesion, 3) a global political actor, 4) “open territory” in economic activity, 5) an attractive region for students and workers with different origins, 6) implementation of integrated activities within the region, 7) cooperation with states of other regions².

The establishment of a united Europe is based on common values and goals that are acceptable to all member states. The values of the EU are: human dignity, free movement, democracy, equality, rule of law, protection of human rights. The EU stands as a model of welfare state with a humanistic vision (Minesashvili 2022; Starke 2021a, 2021b). The activities of the EU focus on 5 main objectives: 1) a competitive and smarter Europe, 2) a green Europe: the transition from a low-carbon to a zero-carbon economy, 3) a united Europe promoting mobility, 4) a social Europe, 5) a Europe closer to citizens contributing to sustainable and integrated development of different types of areas.

Convergent media as a tool for shaping the regional image

In the professional literature of the 20th century, three main types of mass media were distinguished: 1) printed media: newspapers, magazines, books, 2) broadcast audiovisual media: radio and television, and 3) outdoor or transit media: billboards, posters, banners. In the 21st century digital media has merged various forms of media influence, transforming into a unified and convergent media text, which includes written text, spoken word (direct and background), video and music (Farzindar and Inkpen 2018). Social media, video platforms, websites, mobile applications and podcasts differ in the characteristics of information dissemination: the secondary nature of the written text, the speed of transmission of information, diversity of interpretations, mass intertextuality, the parallel use of different symbolic systems, dependence on technical means, multifunctionality and specific feedback methods (Farzindar and Inkpen 2018b; Rahaman 2021).

Information conveyed by the mass media is presented with the expression of certain points of view. The same event may be conveyed emphasizing different aspects. Several theories of mass media interpret the characteristics of information transmission, reception and dissemination.

Agenda-setting theory claims that the mass media deliberately increase the importance of an issue, making it a public agenda issue. According to McCombs and Shaw, “The press is not very effective at telling its readers what to think, but it is effective at telling what to think about” (McCombs and Shaw 1993). According to the Cultivation theory, the content of the broadcast television is a unique text, with the help of which the

¹ Source: An official website of the European Union. Accessed February 10, 2023. https://european-union.europa.eu/principles-countries-history/country-profiles_en; SchengenVisaInfo.com. 2023. The European Union and Countries in the EU. Accessed February 10, 2023. <https://www.schengenvisa.info.com/countries-in-europe/eu-countries/>.

² *ibid*

initially formed and planned information is transferred to the consumer to form appropriate reactions, emotions, thoughts, and behavioural manifestations (Sandhu and Sharma ²⁰²¹).

The concept of Framing was initially defined by G. Bateson in 1972. He described psychological frames as “the spatial and temporal boundaries of interactive messages” (Bateson 1972).

R. M. Entman distinguishes 5 types of framing: 1) conflict: the priority is given to the conflict between the parties, not to the actual decision-making, 2) personalization: the event is presented in the ‘face’ of a person, distracting from the main event, 3) influence: represents status, situation, 4) morality: alternative policies are presented and characterized as morally questionable, 5) responsibility, which is assigned to one party (Entman 1991).

An Overview of Euronews: Its Origins and Mission

The world’s first 24-hour news channel CNN was established on June 1, 1980, in Atlanta, USA. CNN (Cable News Network) is an international media, which currently has many branches and broadcasts from different countries of the world. Starting as a cable television station, the channel is now considered one of the most prominent American media outlets (Robinson 1999; Herzog and Scerbinina 2021).

Following the launch of the first news channel, the objective was to attain a globalized news agenda while concurrently upholding the significance of news for regional and national audiences. Consequently, international networks devised multilingual and multicultural broadcasting programs tailored for diverse news channels.

Following the footprints of American CNN, the British Sky News television channel began operations in 1989, becoming the first 24-hour news channel in Europe. In the 1990s, several news agencies, including Euronews, BBC World News, DW, Al Jazeera, and later RT and France 24, also emerged as noteworthy contenders in the industry (Kaye and Johnson 2021; Boyd-Barrett 2017; Oleinik 2023).

The idea to establish a European media outlet originated from a resolution by the European Parliament in 1980, which suggested the creation of a European radio and television channel to provide comprehensive content to the public, including political, educational, cultural information, entertainment and advertising programs (Theiler 2005).

In Europe during the 1980s and 1990s, there were three attempts to establish a multilingual European TV channel: Eurikon (1982), Europa TV (1985), and Euronews (1993). These endeavours were unsuccessful primarily due to financial limitations and conceptual difficulties. In 1988, the European Commission devised a forward-thinking plan to establish a brand-new European TV channel. The objective was to bring together pan-European broadcasters through joint financing. This channel would be operated by a European organization and offer programming in multiple languages. Its primary focus would be on engaging a multinational audience, spanning across the European region, and featuring content that promotes European values (Council of Europe 2016).

Euronews TV channel was established in January 1993 by broadcasters from Portugal, Spain, Italy, Greece, France, Belgium, Finland, Monaco, Cyprus and Egypt (Theiler 2003; Theiler 2004). Euronews offers broadcasts in 17 different languages. The Arabic, Persian, and Turkish versions are available on the digital platform only³. By offering broadcasts in a diverse range of languages, the channel can appeal to a vast audience, resulting in a viewership of 3.5 billion people⁴.

The charter of the channel outlines the “Complete Summary of Editorial Responsibilities,” which highlights the core values upheld by Euronews. These values include impartiality and neutrality, objectivity, balance and fairness, accuracy and clarity, a European perspective, and a commitment to providing comprehensive viewpoints⁵.

Research methodology

To understand the Euronews strategies of shaping the image of Europe, research was conducted using a content analysis method to analyse the audio-visual content of the Euronews TV channel and the hypertext content on the Euronews website. The aim was to gain insights into the tools and techniques utilized by Euronews in constructing the image of Europe. Additionally, an analysis of news, releases, programs, and advertisements was conducted. The researchers studied the Euronews advertisements, programs, Europe-related words in the news, expressions describing Europe, and other tools used by the TV channel, including languages, music, pictures, and images, as the units of analysis. Three different periods were included for content analysis: February 25-27, 2022; August 25-27, 2022; and February 25-27, 2023. All the programs aired on Euronews during these consecutive three-day periods, were analysed to gain a comprehensive understanding of the TV channel’s agenda, considering the evolving events and their coverage by Euronews.

The research examined the English-language live broadcast of the Euronews TV channel, as it garners the largest viewership. This choice was based on the substantial number of subscribers, totalling 2.26 million, on the Euronews English YouTube channel⁶. In addition to analysing the live broadcast, the study also encompassed analysis of the official Euronews website for the same periods⁷. The analysis covered a total of 216 hours of broadcasted content.

³ Euronews Press Office. 2022. Press Kit Brochure. Accessed February 10, 2023.

<https://staticcycl.euronews.com/wp-content/uploads/2022/07/Brochure-Press-kit-July-2022.pdf>.

⁴ Euronews Press Office. 2016. Media Kit 2016. Accessed February 10, 2023.

https://static.euronews.com/media/download/press-conference/media-kit/media-kit-2016-03_EN.pdf.

⁵ Euronews. 2022. Euronews Transparency Report 2022. Accessed April 20, 2023.

<https://static.euronews.com/website/pdf/euronews-transparency-report-2022.pdf>.

⁶ Source: Euronews YouTube channel in English. Accessed April 20, 2023.

<https://www.youtube.com/@euronews>.

⁷ Source: The official website of Euronews. Accessed April 20, 2023. <https://www.euronews.com/>.

The structure of Euronews

Euronews follows a structured schedule for its 24-hour broadcast, featuring three agendas throughout the day. These agendas are 'Wake up Europe' from 06:00 to 10:00, 'Euronews Now' from 10:00 to 18:00, and 'The European Debrief' from 18:00 to 06:00.

The agenda of 'Wake up Europe' covers the European and international news of the day that is of the greatest importance for the TV channel. In the 'Euronews Now' agenda, while the majority of the news focuses on events within the European region, coverage of events taking place in other regions is also included. The "European Debrief" agenda is specifically designed to provide a summary of both European and international news from the day. Euronews presents 4 main categories of programs: travel (Euronews Travel), technology-economy (Euronews Next), culture (Euronews Culture), environmental protection (Euronews Green). In the period between news releases, advertisements about the mission and activities of Euronews, thematic advertisements of Euronews, and cooperation advertisements are presented.

In the 'No Comment' rubric, episodes featuring events from various countries are showcased without any accompanying commentary. The weather forecast is presented within the sections labelled 'World News Today' and 'Europe News Today'.

News releases are aired in two formats: a concise presentation under the 'Headlines' section and a more detailed commentary called 'Bulletin News'. These segments are repeated three or four times per hour. If the fourth repetition is not available, only the news topics listed under the subheading 'Bulletin News Headlines' are accompanied by commentary. The presentation of the news does not exceed 11 minutes, typically covering about 5-6 news items per edition.

Euronews implements the techniques of news repetition, framing, and rejection to achieve effective messaging. By repeating the news, they can capture the attention of even inattentive and indifferent audiences. Additionally, by selectively covering events in a limited number of countries, they can shape the narrative and exclude news that is considered unwanted. This approach ensures that the airwaves are filled with targeted content while maintaining control over the messaging that is being delivered.

The content of Euronews

Euronews predominantly focuses its coverage on events occurring within European countries. News concerning states from other regions is featured by Euronews if the event holds global significance, has a direct connection to Europe (including any European country, event, or international relations), or offers an opportunity to showcase Europe's stance on the given matter.

The weather forecast on Euronews is presented in English, Italian, French, German, and Spanish, accompanied by visuals showing iconic landmarks in the capital cities of the countries. These visuals, such as the Eiffel Tower in France or the Acropolis in Greece, aim to depict European culture, historical heritage, architectural marvels, and tourist attractions.

Euronews demonstrates European integration and diversity by the team of multinational journalists and presenters. The programs are interpreted by individuals who represent diverse genders, ages, races, and nationalities, highlighting the inclusive nature of the channel and promoting a broader perspective on European news.

Euronews focuses on four key thematic areas that serve as the main directions of the TV channel in presenting Europe and shaping its image. These areas are culture (Euronews Culture), tourism (Euronews Travel), technology and economy (Euronews Next), and environmental protection (Euronews Green). They align with the activities and main goals of the EU. These thematic areas are consistently incorporated into both advertisements and programs, ensuring a comprehensive representation of Europe and its diverse facets.

The 'Euronews Next' section portrays Europe as a highly developed and innovative region with advanced technology. It highlights Europe as an appealing destination for employment and financial opportunities due to its high employability rates, quality of life, and mobility options. Public health holds immense significance in Europe, with a strong focus on promoting the well-being of European society and enhancing their quality of life. The main colours of the 'Euronews Next' ad are shades of blue and yellow, which are associated with the flag of the EU.

The 'Euronews Culture' section showcases the cultural values of Europe, highlighting popular tourist attractions, rich historical heritage, diverse architectural styles, unique national cuisines, and well-established industries. The advertisement evokes an immediate sense of unity and belonging in the viewer conveyed through the tagline 'How do we connect with culture'. It unites because European culture can be seen, heard, tasted, felt, touched and experienced. The main colours for the advertisement, shades of purple, which symbolizes nobility, creativity, mystery and elegance (Machill 1998; Erni and Zhang 2020; Peiren 2023).

In the 'Euronews Travel' advertisement, Europe is presented as a developed tourist destination, and the following expressions are used to describe Europe: 'change the way you see the world', 'get inspired to discover the world'. The advert shows various European countries, cities and locations. The main colours are black and orange, which have been carefully selected (Gromyko 2022). Black symbolizes strength, meaningful and rich life experience and modernity, while orange is one of the primary attention-grabbing shades and it also evokes a feeling of happiness (Löffelholz, Rothenberger and Weaver 2023).

Within the 'Euronews Green' section, Europe is presented not only for its efforts in environmental protection but also as a region known as green Europe. The advertisement emphasizes the unity of European values by employing inclusive language such as 'our' and 'we', and portrays Europe as a cohesive entity through the phrase 'Europe follows the world.' The advertisement highlights Europe's commitment to sustainability, promoting a healthy and united society.

The Euronews TV channel displays advertisements that fall under the category of cooperative advertisements. These advertisements align with the thematic directions of Euronews, which include culture, technology, environmental protection, and tourism. In simpler terms, the advertisements shown on Euronews are related to these specific topics and aim to promote cooperation in these areas.

Euronews features recurring advertisements that focus on showcasing European values and the mission of the TV channel. Two of these advertisements specifically highlight the channel but are not accompanied by commentary. In the first advertisement, a QR code is displayed with the subtitle ‘Don’t miss your connection with Europe,’ which is translated into several European languages. The most frequently repeated translations include English, French, German, Italian, and Spanish. In the second advertisement, a video slide appears with the subtitle ‘Euronews 30 years,’ as a reminder of the channel’s three-decade history. This slide emphasizes the long-standing presence and experience of Euronews in the industry.

Advertisements portray Europe as a unified, democratic, powerful and forward-looking entity, while Europeans are depicted as resilient, diverse and united. Similarly, the programs on the Euronews TV channel align with four main thematic directions. In the realm of politics, there are several programs: State of the Union (10 minutes), The Cube (2 minutes), Understanding Today’s World (2 minutes), Witness (3 minutes), Uncovering Europe (3 minutes), and Europe Decoded (3 minutes). These programs offer different perspectives and insights into political matters.

Euronews focuses on migration processes in Europe through a 4-minute program called ‘Migration.’ Another program, ‘Brussels my love?’ explores culture, politics, and contemporary challenges including equality, democracy, human rights, gender equality, and feminism in a 15-minute format.

Euronews Coverage of the Russian-Ukrainian War: An Example of Agenda-Setting and Framing

During the analysed period Ukraine was mentioned most frequently in news releases on Euronews⁸. Specifically, from February 25-27, 2022, the word ‘Ukraine’ appeared in 32 news headlines, while ‘Kyiv’ appeared in 10 headlines, accounting for 60% of the total coverage (70 news items). Russia was the second most frequently mentioned country, with 14 references, while other countries such as Poland, Finland, United Kingdom, Spain, Germany, Bulgaria, and Romania appeared in the headlines only once or twice. The words ‘Poland’ and ‘Warsaw’ were featured in five news headlines.

During August 25-27, 2022, 14 news items in Euronews referred to Ukraine, featuring the words ‘Ukraine,’ ‘Donetsk,’ or ‘Kharkiv’ in the headlines. This accounted for 25.4% of the total news coverage (55 news items). The United Kingdom was the second most frequently mentioned country, with names such as ‘Great Britain,’ ‘United Kingdom,’ ‘England,’ and ‘London’ appearing in 9 news headlines. Russia followed closely as the third most mentioned country, with 8 news headlines. Additionally, there were 1 to 3 mentions of other countries or relevant cities, including France, Denmark, Finland, Bulgaria, Germany, Latvia, Belgium, The Netherlands, Spain, Hungary, and Greece.

⁸ Despite the war in Ukraine breaking out on February 24, 2022, the coverage of Ukraine in Euronews surpassed not only the news releases from February 25-27, 2022, but also the news releases from two other periods: August 25-27, 2022, and February 25-27, 2023.

During February 25-27, 2023, 12 news items in Euronews referred to Ukraine, featuring the words 'Ukraine,' 'Kyiv,' 'Donetsk,' and 'Bakhmut' in the headlines. This accounted for 30% of the total news coverage (40 news items). Similar to the previous period, the United Kingdom was the second most frequently mentioned country, with 9 news headlines that included names such as 'United Kingdom,' 'Northern Ireland,' 'Wales,' 'England,' and 'London.' Other news items referred to countries including Germany, Sweden, Austria, Portugal, Türkiye, Denmark, Finland, Estonia, and Italy, with 1 to 3 news items for each country.

Euronews, being a European-focused news outlet, presents events from a specific perspective, resulting in the interpretation of news through different frames. This approach can shape viewers' opinions and contribute to agenda-setting. Political leaders play a role in influencing the agenda as well. Euronews often includes quotes from politicians' speeches that express distinct viewpoints, which significantly impact the perception of Europe. These quotes emphasize the importance of preserving European values and affirm Europe's commitment to its European identity.

In the news coverage of the Russian-Ukrainian war, which prevailed throughout the research, the following examples of agenda setting can be distinguished. For instance, the Vice-President of the European Commission, F. Timmermans, emphasized the importance of resistance, since European democracy, society and freedom will be at risk if Europe does not resist (Timmermans 2023). He further highlighted that the conflict extends beyond Ukraine, characterizing it as an ideological clash between democracy and autocracy. According to Timmermans, any attack on these values affects us all.

Timmermans' speech stresses democracy as the most important European value, from which other values also derive: equality, protection of human rights, freedom (European Commission 2022a). The Russian-Ukrainian war is used as a context to represent European interests and the TV channel's agenda.

The President of the European Council, Ch. Michel believes that it is important to impose sanctions on Russia because Europe cannot tolerate actions that threaten regional security. Michel's words demonstrate the strength and power of Europe. In his speech, he emphasizes the European values of unity, solidarity, and humanity. He states that Ukraine and its people are part of the European family and that they will receive support from Europe (European Commission 2022b).

U. von der Leyen, President of the European Commission, places strong emphasis on the fight against aggression and makes it clear that the actions taken by the EU are specifically aimed at countering the aggressor (European Commission 2023). This serves to highlight Europe's role as a peacemaker.

The prominence of European universal values is evident not only in the speeches of EU leaders but also in the remarks made by heads of different European nations. Europe remains free and peaceful because the entire continent stands united in defending any European territory.

Chancellor of Germany, O. Scholz, acknowledges that the Ukrainian people are not only defending their homeland but also fighting for the shared values of freedom and

democracy (Mader and Schoen 2023). He expresses gratitude to all those who support an independent and peaceful Europe⁹ (Euronews 2022).

L. di Maio, the Minister of Foreign Affairs of Italy, emphasizes the importance of unity and freedom in Europe, and that the Ukrainian people are fighting not only for themselves, but also defending the freedom of all of Europe (Brighi and Giusti 2023).

Euronews TV channel utilizes the Russian-Ukrainian war as a platform to demonstrate the stance of European politicians, showcasing the unity and synchronized efforts of all EU member states. By sharing quotations from politicians' speeches, the channel conveys the 'European point of view,' emphasizing the utmost significance of safeguarding European values.

Taking into consideration the start of the Russian-Ukrainian war on February 24, it is important to note that Euronews' publications are covering the events of the given period. The channel's agenda is adjusted to adapt to the international situation while staying within Euronews' thematic areas. Each event is commented upon within these areas. Although the majority of news during this period focuses on the Russian-Ukrainian war, the content continues to prioritize the presentation of Europe's image, European values, and the democratic and humanitarian identity that European people embody.

The Ukrainian war is utilized as a newsworthy event, but the objective is to present European values in the political, economic, technological, and cultural spheres. The TV channel represents the support of Europeans, primarily towards the preservation of democracy and the protection of human rights. It is not specifically aimed at Ukraine, but rather at every European state (Bartnicki, Kuźelewska and Ożóg 2023). Ukraine defends democracy, and Europe is well aware of it¹⁰. According to Euronews, Europe stands firmly against any form of aggression, as it is known for its commitment to pacifism, conflict resolution through negotiations, and the pursuit of power and independence.

Conclusion and discussion

Euronews provides global news coverage and has an international audience, yet it remains rooted in a European perspective. The channel prioritizes presenting and evaluating facts in a balanced manner while staying loyal to its European identity. Euronews strategically selects a limited number of news items to ensure they become part of the public agenda. By focusing on specific events and framing them from a European perspective, the channel aims to set an agenda that aligns with European values. By covering a wide range of events, Euronews highlights the most significant

⁹ Office of the Federal Government. 2023. "Address by Olaf Scholz, Chancellor of the Federal Republic of Germany as part of the European Parliament's series of plenary debates "This is Europe"." May 9, 2023 in Strasbourg. Accessed June 20, 2023. <https://www.bundesregierung.de/breg-en/news/address-by-olaf-scholz-2189412>.

¹⁰ Euronews. 2022. Ukraine war. Accessed September 20, 2023. <https://www.euronews.com/tag/war-in-ukraine>.

and pressing issues for Europe, demonstrating the strength and preparedness of the continent to tackle challenges and overcome obstacles.

The format of repetitions contributes to strengthening the image of Europe. Being a 24-hour TV channel, Euronews presents Europe as a competitive, stable, integrated, united and cooperative region, a global actor, and an 'open place' for economic activity through news, programs and advertisements at any time of the day.

Euronews is an effective tool to present the five main objectives of the European Union's activities and to shape the image of Europe as a politically stable, safe and democratic, economically and technologically developed, innovative, touristic and cultural region with a rich historical past which is committed to its European identity and values.

Supplementary material

The supplementary material for this article can be found at <https://doi.org/10.46991/JOPS/2023.2.6.047>

Conflict of interests

The authors declare no ethical issues or conflicts of interest in this research.

Ethical standards

The authors affirm this research did not involve human subjects.

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