Familiar Others on Regional Web Portals of *Gazeta Wyborcza*: An Analysis of Headlines on Ukrainians from 2015–2019

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ABSTRACT

Scientific objective: the main objective of the research was to identify whether the narrative on Ukrainians within the regional web portals of a given media group (Agora SA) is coherent, or whether it contains some differences to be distinguished. **Research methods:** the methodological basis was a content analysis which covered headlines announcing texts on Ukrainians in two regional web portals of *Gazeta Wyborcza*: www.wroclaw.wyborcza.pl and www.rzeszow.wyborcza.pl in 2015–2019. The formal aspects, including the length of headlines, the way they were formulated (relationship between statements, questions, and exclamations), as well as content elements, including the main functions fulfilled by the headlines, the linguistic means that appear in them, and the presence of stereotypes, were examined. **Results and conclusions:** The obtained results indicate the multidimensional image of Ukrainians shaped by the regional services of *Gazeta Wyborcza*. There were clear differences between the two websites, mainly in the exposure of the topic itself (higher in Subcarpathian Province) and in the valorisation of Ukrainians and Poles, reinforced by the stereotypes. However, the distribution of the function of headlines was similar (dominance of the expressive function), as was the share of headlines mentioning an important person or institution. The authors of the texts also used similar linguistic devices (e.g., colloquialisms, contrastive juxtapositions, rhetorical questions). The media images of Ukrainians in Lower Silesia and Subcarpathian Province encoded in the headlines, despite the formal common features, differ in terms of content, which is probably influenced by the specificity of the events reported by journalists in each of these regions. **Cognitive value:** the conducted analysis fills a gap in the research on the image of Ukrainians in regional online news portals. Indications of similarities and differences, occurring in the headlines of a single media group in two voivodeships, may inspire further, more extensive

research concerning the leaders and basic content of messages, shaping the media image of migrants from Ukraine in Poland.